Proceedings, 110th Annual Meeting
Medical Library Association, Inc.
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INTRODUCTION

The Medical Library Association (MLA) held its 110th annual meeting in Washington, DC, May 21–26, 2010, at the Hilton Washington. The meeting theme was ''*Reflect & Connect.*'' Total attendance was 2,361, with 474 participating in continuing education (CE). Additional meeting content—including the meeting program and various electronic presentations from business, plenary, poster, and section presentations—can be found via the MLA '10 website <http://www.mlanet.org/am/am2010/>. The MLA '10 Conference Community <http://www.mlanet.org/am/am2010/events/conf_comm.html> includes links to blog posts, Twitter feeds, photos on Flickr, and other social networking sites.

WELCOME TO MLA '10

Sunday, May 23, 2010

MLA President Connie Schardt, AHIP, FMLA, welcomed members to MLA '10 in Washington, DC. She emphasized that the meeting theme, ''*Reflect & Connect,*'' provides an opportunity to reflect on the past, present, and future of the profession and association, while the meeting allows time to renew the connections members have developed over the years and make new connections within the profession.

President Schardt then reviewed the opportunities that attendees had for professional growth, such as programs and forums focusing on expert searching, consumer health information, leadership, health care reform, electronic resources, electronic medical records, and, for the first time at an MLA meeting, an all-meeting book club. She reminded the audience that the 2010 National Program Committee (NPC) selected Daniel H. Pink to deliver the John P. McGovern Award Lecture and asked meeting goers to read his book, *A Whole New Mind: Why Right-Brainers Will Rule the Future*. She asked that members join her in the book discussion scheduled immediately after the lecture. President Schardt then reminded the audience of the meeting's social events, exhibits, and poster sessions. She also highlighted Washington's museums and sites, the opportunity to connect with members of Congress and their staffs during a Capitol Hill visit, and the closing celebration on Tuesday evening.

Diana McDuffee, AHIP, network director of the North Carolina Area Health Education Centers (AHEC) Information and Library System (ILS) at the Health Sciences Library, University of North Carolina–Chapel Hill, and chair of the Mid-Atlantic Chapter of MLA, brought greetings from the chapter. President Schardt then introduced a group of creative, dedicated librarians who had been working for three years to plan this meeting: the cochairs of the 2010 National Program Committee (NPC), Terry Ann Jankowski, AHIP, head, Information and Education Services, Health Sciences Libraries, University of Washington–Seattle, and Sarah McCord, AHIP, head, Reference and Instruction Services, Henrietta DeBenedictus Library, Massachusetts College of Pharmacy and Health Sciences–Boston, and the cochairs of the 2010 Local Assistance Committee (LAC), Jett McCann, AHIP, director/associate dean, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC, and Janice Kelly, executive director, National Network of Libraries of Medicine (NN/LM), Southeastern/Atlantic Region, at the Health Sciences and Human Services Library, University of Maryland–Baltimore. Ms. McCord welcomed everyone and presented a video that thanked the members of the NPC and the LAC. The video can be found at <http://www.mlanet.org/am/am2010/events/conf_comm.html> (registrants only). Ms Jankowski then asked all members of the NPC and the LAC to stand to be recognized.

President Schardt thanked the committees for their hard work. She thanked the many valued sponsors. The MLA '10 sponsors generously contributed more than $117,000 to enrich the meeting. A list of the sponsors can be found at <http://www.mlanet.org/am/am2010/about/sponsors.html>.

Ms. Jankowski then introduced President Schardt, who gave her presidential address.

MLA PRESIDENTIAL ADDRESS: CONNIE SCHARDT, AHIP, FMLA (PLENARY SESSION I)

Connie Schardt, AHIP, FMLA: Thank you. Good morning. My talk this morning will have three parts, first a bit of reflection to set the stage for Daniel Pink, a bit of connection to give an update on the presidential priorities, and end with my top ten things that I will miss about this job. I know this is going to sound weird, but please take out your smart phones, cell phones, and netbooks and keep them out but mute them. We will need them in a little bit.

Part 1: Reflection

In 1980, I attended my first annual MLA meeting. Lois Ann Colaianni, AHIP, FMLA, was MLA president, and she told us at that time that ''forces were already in motion that will change the future of health sciences librarianship.'' The major changes she spoke of were a move toward electronic publishing of journals, direct access to information by the user, and the coming revolution in communications technology based at that time on fiber optical cable. Mind you, this was 1980. Today, thirty years later, those changes that Lois Ann talked about turned out to be quite real, quite traumatic, and we are still working through these issues today. Let me give you a few examples:

■ In 2005, Donald A. B. Lindberg and Betsy Humphreys, AHIP, FMLA, in a *New England Journal of Medicine* Perspective, wrote about the future of medical libraries. They described a future health care environment that has ubiquitous access to electronic information, where patients and families demand the same information that is available to physicians. And they asked the question: ''What will happen to medical libraries in the post-Google world?'' They suggested that a future role for the librarian will be to reduce the risks associated with inefficient or incomplete retrieval of information.

■ A couple of months ago in another *New England Journal of Medicine* Perspective, this one on ''untangling the web,'' two physicians wrote that ''Nothing has changed clinical practice more fundamentally than one recent innovation: the Internet.'' The flow of information used to be from doctor to patient, and that has dramatically changed. And I found it oddly comforting to read that a relative of one of the authors asked, ''What can you possibly learn from your doctor that is not available on the Internet?'' The physicians went on to point out the potential problems with the quality and authority of much of the information on the Internet and suggested that the physician is the best person to evaluate the information and advise patients.

■ Many of you may be familiar with the Horizon Report <http://wp.nmc.org/horizon2010/chapters/executive-summary/>. It does the research to identify and rank key trends that are affecting the environment and practice of teaching, learning, and creative inquiry in higher education. So what are the key trends for the next couple of years?

1. The abundance of Internet resources and relationships (social networking) is causing us to rethink our role.

Finding information is not the issue. Anyone can find information. Consumers and learners are going to need new products and services *designed* to make the abundance of information more *meaningful* and *useful*.

As a side note, there is an interesting editorial in the new issue of the *Journal of the Medical Library Association* (*JMLA*) <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2859269/>. Susan Starr talks about the ''container versus the customer.'' She suggests that we concentrate on how the medical profession or patient population *uses* information and spend less time considering improvements to the container in which the information is housed and delivered.

2. People expect to be able to work, study, and get information, whenever and wherever.

People want fast and easy access to information. It no longer matters where we are—we have come to expect to be able to access information—our email, our work, our health care, our play, our social networks—wherever and whenever we want them. And for most people, that is *not* going to be in the library.

3. Increasing use of the cloud and having our information accessible where we are and no matter what device we are using.

For most of us, it does not matter where our work is stored. What matters is that our information is accessible wherever we are or on whatever device we choose to use. And, yes, there are still issues of security and control, but it is becoming a cost-saving model that will drive finding solutions to these concerns.

So as I sampled these reflections from the world of libraries, medicine, and education (all of which rely heavily on information), I saw some common themes: technology continues to make access to information easier; it's not just our profession that is struggling to adapt, to be useful; information needs to be evaluated and put into context. Which leads to a slight variation on a question that Daniel Pink asks:

Is what we are offering in demand in an age of abundance of information? To cope with this abundance of information and the changing landscape, Daniel Pink will introduce us to his ideas about a shift from a linear, rigid left-brain thinking to a more creative, playful right-brain thinking.

Not just function, but also DESIGN
Not just argument, but also STORY
Not just focus, but also SYMPHONY
Not just logic, but also EMPATHY
Not just seriousness, but also PLAY
Not just accumulation, but also MEANING

Now I have to admit I read his book last year and had a difficult time relating it to libraries and the work that I do. But after a recent second read, I began to see some connections. Dan makes the point that in today's society, when facts and information are so freely and immediately available for the taking for almost everyone, the facts themselves are not what are valuable. What begins to matter more is the ability to place these facts in *context*.

Now, I can drone on in my evidence-based medicine (EBM) class for medical students about how important it is to use the library and ask for help from the librarian, who is always there to help, blah, blah, blah… and get this response. But when I tell them the story of Sharon Halperin, wife of the former dean of education at Duke Medical School, I get a very different response. In 1991, Sharon, who was diagnosed with multiple sclerosis (MS), was hosting a baby shower when she had a severe episode that resulted in an ambulance taking her to the Duke Emergency Room. She was admitted to the intensive care unit and close to death. She could not swallow, her heart went into failure, and there was talk of a heart transplant. Susan Feingloss, the reference librarian at the Medical Center Library, who happened to know Dr. Halperin socially, was able to ask the right questions about the case and, using her expert knowledge of the structure of the MEDLINE database, was able to identify the key abstract that changed the course of Sharon's treatment. The abstract discussed a rare complication that was seen in MS patients only and persuaded the doctors caring for her to treat the MS instead of her cardiac symptoms. As a result, Sharon had a full recovery. And Dr. Halperin always tells that story when he talks of the importance of the library and the medical librarian. That's the power of story over argument.

And now for something completely different, I want to poll the audience. <http://www.polleverywhere.com>. I want you to take out your cell phones, smart phones, netbooks, iPads, anything that will allow you to access information anywhere (because we are all part of this trend), that allows you to send a text message or a tweet or access a web page.

Did you read Daniel Pink's book, *A Whole New Mind?*
A. Yes,
B. No,
C. Bought it but haven't read it yet.

We tried a new idea with this meeting. We wanted to extend the engagement of the membership beyond the four-day annual meeting by identifying a common book that we all could easily read before the meeting, by having the author speak to us, by following his presentation up with a book club discussion, and then by bringing the author back in two months for a tune-up. That way we could stay engaged. So the question, did you read his book? Whether you read it or not, you are in for an engaging and intriguing presentation.

Part 2: Connect: report on the presidential priorities

In Hawaii, I outlined three projects for the year that I hoped would connect more of our members to the association. These projects were ''evidence based'' and came out of data collected from the membership survey. I am pleased to report that we have made good progress with each of them.

A. Emerging leadership of the association. The rationale for this project was the data that showed that a large proportion of the membership was poised to begin retiring soon. Along with the Leadership and Management Section and the New Members Special Interest Group (SIG), we recognized the need to encourage and support a new generation of members interested in association leadership at an earlier point in their careers. The MLA ''Rising Stars Program'' is a new initiative being piloted this year to develop and support emerging association leaders.

A task force headed by Carol G. Jenkins, AHIP, FMLA, has worked diligently to identify an initial cohort of four ''rising stars,'' four service projects that will benefit the MLA membership, and four mentors from the MLA Board. The Rising Stars for the first pilot year are:

■ **Karen L. Hanus, AHIP,** assistant director, Libraries, Medical College of Wisconsin–Milwaukee; Mentors: Julia Shaw-Kokot, AHIP, and Paula Raimondo, AHIP; Project: ''Communication Plan for the Chapter Council''
■ **Emily Hurst,** technology coordinator, National Network of Libraries of Medicine, South Central Region, Library, Houston Academy of Medicine-Texas Medical Center–Houston; Mentor: Connie Schardt, AHIP, FMLA; Project: ''Assessing the Value of the Center of Research and Education (CORE) Database''
■ **Robert Johnson,** reference librarian, Science Library, University of California–Irvine; Mentor: Rikke Ogawa, AHIP; Project: ''Program Planning for the Annual Meeting''
■ **Rex Robison,** biomedical librarian/informationist, NIH Library, National Institutes of Health, Bethesda, MD; Mentor: Julia Kochi; Project: ''Trends in Hospital Libraries''

You will be hearing more about these rising stars and their projects over the coming year.

B. Building lifelong learning and competencies. The data from the membership survey showed that almost half of us got our start in health sciences libraries by transitioning in from a nonmedical library. The Online Boot Camp for New Health Sciences Librarians is intended to provide a core curriculum for the competencies required of beginning health sciences librarians. The courses selected for this boot camp curriculum match MLA's professional competencies <http://www.mlanet.org/education/policy/> and are available through distance education or a self-paced tutorial. They will be available when they are needed, not when they might be offered at an annual

meeting. Most courses offer MLA continuing educa-
tion (CE) credits upon completion. This curriculum
will be a guide to enhance knowledge and skills for:
■ recent library school graduates who are interested
in positions in health sciences libraries
■ librarians who are transitioning into positions in
health sciences libraries

C. Connecting members to the annual meeting. No
doubt we are thrilled at the level of attendance (in
these still difficult times) at this annual meeting.
However, there are still many members (almost half
of us) who are not able to attend the annual meeting.
In fact, the membership survey shows us that, in any
given year, almost half the membership does not
attend the annual meeting.

Since this is our premier event for networking and
exchanging information, we need to make sure that
while they are left behind, they are not left out. To that
end, the 2010 National Program Committee (NPC) has
created the Conference Community that aggregates
all of the virtual content of the annual meeting into a
single portal for viewing before, during, and after the
annual meeting. The virtual content of the annual
meeting has also been expanded. In addition to the
free content of Twitter feeds and blog posts as in
previous years, those who register for the meeting
(either in person or for the e-conference) will have
access to videos of the plenary sessions and selected
section programming available within twenty-four
hours, multimedia posters, and more. I also want to
mention that Max Anderson conducted a continuing
education class with ten participants attending
through MegaMeeting, a further effort to connect
with members who are not able to attend.

Time for another audience poll: We know that times
are still difficult for many libraries and that travel and
professional development funds are shrinking. We
would like to know if any of the following are true:
A. My library sent fewer members than last year to
the annual meeting.
B. I cut costs by not taking a CE.
C. I had to spend more of my own money to come to
this meeting than last year.

While you are answering this question, I want to
thank the NPC for their work in crafting our first
Conference Community, especially the NPC Virtual
Meeting Subgroup led by Chris Shaffer, AHIP, chair,
Gerald (Jerry) Perry, AHIP, and Caroline Young. Eric
Schnell is the conference community coordinator.
Maureen (Molly) Knapp, AHIP, is the blogging
coordinator. Max Anderson is the videographer
coordinator, and of course, thanks to the many
bloggers, videographers, Twitterers, and others who
are participating in the Conference Community.

**Part 3: And, finally, my way of recapping the year:
top 10 things I will miss from this job**

10. The look of "shock and awe" in my colleagues
eyes when I tell them, yes, I am the president of MLA
and so can you.

9. Singing with Elvis. I'm a little bit retro, and while
every chapter had great entertainment, this was a
special treat at the North Atlantic Health Sciences
Libraries (NAHSL) meeting.
8. The Orange line from Midway Airport to down-
town Chicago to State and Lake in February. Chicago
is a great place to visit, and in an effort to reduce
my carbon footprint, I always tried to take public
transportation into the city.
7. Being interviewed for a major, national publication,
the *Costco Connection*. Now some of you may chuckle
at this, but it has a circulation of 6.5 million readers!
That is 6 times as many as the *New York Times* and 3
times the circulation of the *Wall Street Journal*!
6. Attending other professional meetings. This is *not*
me at American Library Association (ALA)! But I was
able to attend the ALA annual meeting in Chicago,
and I had a chance to talk to library students about
careers in the health sciences and the International
Congress on Medical Librarianship (ICML) in Bris-
bane, Australia, where I taught a class, moderated a
paper session, and made the official invitation to the
next ICML meeting, to be held in the United States in
2013.
5. The attention of high-level officials. I was invited to
the reception held at the Capitol honoring the
appointment of Dr. Francis Collins to the directorship
at National Institutes of Health (NIH). As it turns out,
he is an alumnus of our cross-town rival medical
school and basketball team. Here, I'm explaining to
him who won the National Collegiate Athletic
Association (NCAA) tournament.
4. Working with the MLA Board. Unfortunately, I
don't have a happier picture of them, but trust me,
they are a hardworking and fun group, and I greatly
appreciated their support over the last year.
3. Headquarters staff. The staff works very hard, day
in and day out, to support the association and its
members. Over the years, I have come to know many
of them and have relied on their expertise, knowl-
edge, commitment, finesse, and even their senses of
humor in dealing with so many situations. They are
always ready, willing, and able to work with the MLA
president and other board members on behalf of the
membership and the profession. Will staff who are
here this morning please stand and be recognized?
2. Weekly conference calls with Carla J. Funk, CAE,
Hon FCLIP, the executive director of MLA. It's not an
easy task balancing the fiscal responsibilities of
maintaining a viable association in difficult economic
times, while still trying to move the association and
the profession forward. Carla uses a combination of
common sense, a strong commitment to the profes-
sion, and a warm and supportive nature. She is a
delight to work with. And she made me look good.
1. The opportunity to visit as many chapters as
possible—truly the highlight of this position is getting
out and getting down with chapter members and
seeing the real side of life—every chapter had
something unique to offer. But I only have time to
highlight two meetings.

In Albany, I attended the Upstate New York and Ontario Chapter (UNYOC) business meeting and heard the ''rank and file'' membership convince their Executive Board that funding research to document the value of hospital librarians is the chapter's highest priority. They voted to increase the amount of support for the National Network of Libraries of Medicine, Middle Atlantic Region, Value of Library and Information Services in Patient Care Study <http://nnlm .gov/mar/about/value.html> from $500 to $3,000. Members cited great concern for the closing of hospital libraries, the importance of advocacy activities during these difficult economic times, and the need to demonstrate the value of health sciences libraries as reasons to increase the support for this project.

As a story: At NAHSL, when I wasn't singing with Elvis, I met a hospital librarian who wished to remain anonymous. But she wanted me to hear her story. Her boss came to her and told her that hospital administration was considering closing the library and eliminating her position. They wanted her to prepare a two-page memo—not too dense, with lots of bullet points—that would provide a justification for keeping the library open.

She got on the phone and called a few colleagues for help, but in the end she said she found the materials on MLA's Vital Pathways page to be the most useful. She wanted me to know that she credits the Vital Pathways with saving her library and her job! That's the story I will tell when I want people to understand the importance of the Medical Library Association.

Thank you for allowing me to lead this association, which makes a difference in our professional lives.

OTHER PLENARY SESSIONS

All plenary session videos and slides are available online to MLA members from http://www.mondo digitalsolutions.com/mla/ (registrants only). See http://www.mlanet.org/am/am2010/events/speakers .html for more information about all the speakers.

II, May 23, 2010: The John P. McGovern Award Lecture

Introduction: Terry Ann Jankowski, AHIP, chair, 2010 National Program Committee, and head, Information and Education Services, Health Sciences Libraries, University of Washington–Seattle

A Whole New Mind: Daniel H. Pink, Washington, DC

II, May 23, 2010: Book Discussion: Daniel Pink

III, May 24, 2010: The Janet Doe Lecture

Introduction: J. Michael Homan, AHIP, FMLA, director, Libraries, and assistant professor, Mayo Clinic Libraries, Mayo Clinic, Rochester, MN

Miles to Go Before We Sleep: Education, Technology, and the Changing Paradigms in Health Information: Ana

Cleveland, AHIP, regents professor and director, Health Informatics and Houston Programs, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

IV, May 26, 2010, Plenary Session

Putting It All Together: Reflecting on MLA '10 and Connecting What You Have Learned With Your Daily Work. Speaker: Sarah McCord, AHIP, cochair, 2010 National Program Committee, and head, Reference and Instruction Services, Henrietta DeBenedictus Library, Massachusetts College of Pharmacy and Health Sciences–Boston

V, May 26, 2010: Joseph Leiter Lecture (at National Library of Medicine)

Introduction: Dr. Donald A. B. Lindberg, director, National Library of Medicine

Knowledge Services and the Role of Medical Libraries in Health Care Information Technology: Dr. John D. Halamka, chief information officer, Beth Israel Deaconess Medical Center and Harvard University Medical School, Boston, MA

AWARDS CEREMONY

The Awards Ceremony and Luncheon was held on Monday, May 24, 2010. President Connie Schardt, AHIP, FMLA, welcomed attendees and award recipients and thanked UpToDate, the sponsor of the 2010 awards luncheon. After lunch, she began the ceremony by reminding the audience that the purpose of the ceremony was to honor colleagues who have made outstanding contributions to the profession and the association and to recognize their accomplishments. She pointed out that MLA sections annually award and honor section members for their outstanding work in their sections and acknowledged the 2010 MLA section award winners listed on the Section Awards Program.

Ms. Schardt then recognized several additional honorees not on the platform, starting with the MLA Librarians Without Borders® grant winner, Agnes Chikonzo, University of Zimbabwe, for her project ''Information Literacy Training for the University of Zimbabwe College of Health Sciences Students.'' This grant is supported by the Flysheet Med-Informatics company and administered by MLA and the International Cooperation Section. Next, she recognized the ''MLA Rising Stars'' 2010/11 pilot program developed by the Emerging MLA Leaders Task Force, which matches four emerging leaders with four mentors on the MLA Board, and each group will create a learning plan for the year and complete a project addressing important needs for MLA. Recognized were Karen Hanus, AHIP, Libraries, Medical College of Wisconsin–Milwaukee, working with Julia Shaw-Kokot, AHIP, on a Communication Plan for Chapter Council; Emily Hurst, National Network of Libraries of Medicine, South Central Region, Houston

Academy of Medicine-Texas Medical Center Library–Houston, working with Connie Schardt, AHIP, FMLA, on Assessing the Value of MLA's Center of Research and Education (CORE); Robert Johnson, Science Library, University of California–Irvine, working with incoming board member Rikke Ogawa, AHIP, on a program planning for the annual meeting project; and Rex Robison, NIH Library, National Institutes of Health, Bethesda, MD, working with Julia K. Kochi on an analyzing trends in hospital libraries report for the Vital Pathways Project.

President Schardt remarked that 2010 was an exceptional year for members of the health information profession with members from across the country and world who have excelled in every facet of librarianship, and today they are presented and their accomplishments are recognized. She thanked Virginia Carden, AHIP, chair of the Awards Committee, and Jan O. Rice, AHIP, chair of the Grants and Scholarship Committee, and all jury members for their time and effort.

President Schardt announced that Dr. John Halamka was unable to attend the ceremony but would receive his certificate when he presented the Joseph Leiter NLM/MLA Lecture at the National Library of Medicine on Wednesday, May 26. On Sunday, May 23, Daniel Pink, noted best-selling author on the changing world of work, delivered the John P. McGovern Award Lecture and received his award and certificate. She hoped that many will participate in Mr. Pink's follow up session in July.

MLA awards the MLA Scholarship annually to a student who shows excellence in scholarship and potential for accomplishment in health sciences librarianship. This year's MLA Scholarship winner is Kathryn Elliot, a student at the Graduate School of Library and Information Science, San Jose State University, San Jose, CA.

The MLA Scholarship for Minority Students encourages candidates who show excellence in scholarship and potential for accomplishment in health sciences librarianship. The 2010 award is presented to Maria Tan, a graduate student at the Graduate School of Library and Information Studies, University of Alberta in Edmonton, Canada. She could not attend, and her certificate was mailed.

The MLA Annual Meeting Scholarship for Minority Students to attend the annual meeting is an award sponsored this year by the 2010 National Program Committee to help support a minority student who aspires to become a medical librarian to attend the annual meeting. The 2010 Scholarship winner is Michele Mason-Coles who attends the Graduate School of Library and Information Science at St. John's University in Queens, New York.

MLA is pleased to introduce Petros Demilew Miskir and Marie-Therese Mitri as the 2010 Cunningham Memorial International Fellows. Mr. Miskir is chief librarian, Central Medical Library, Faculty of Medicine, Addis Ababa University, in Ethiopia. He arrived in the United States in early May, has studied at host sites in Washington, DC, and Connecticut, and finished his program at MLA '10. Ms. Mitri is a reference librarian, Lebanese American University in Byblos, Lebanon. She arrived in the United States at the beginning of May, spent time at library sites in Houston and Baltimore, and participated in continuing education courses at MLA '10. Mr. Miskir and Ms. Mitri spoke eloquently about their experiences and expressed gratitude to their hosts and MLA for this opportunity.

EBSCO Information Services has generously donated funds to provide up to $1,000 each for up to 4 librarians new to the profession for travel to MLA's annual meeting and meeting-related expenses. This year's EBSCO/MLA Annual Meeting Grants were awarded to Rienne Johnson, AHIP, lead librarian, Health Sciences Library, Trinity College of Nursing in Rock Island, Illinois; Elizabeth Kiscaden, medical librarian, Mercy Medical Center-North Iowa Library, Mason City, Iowa; Susan Warthman, AHIP, health sciences librarian, Peters Health Sciences Library, Rhode Island Hospital–Providence; and Andrea Wright, medical librarian, Baugh Biomedical Library, University of South Alabama–Mobile.

The David A. Kronick Traveling Fellowship was established in 2001 with an endowment from the Bowden-Massey Foundation. It is awarded annually to an MLA member to cover expenses involved in traveling to three or more medical libraries in the United States or Canada for the purpose of studying a specific aspect of health information management. This year's recipient, Keith W. Cogdill, AHIP, from the University of Texas Health Sciences Center Libraries in San Antonio, is helping plan a new medical library. He will travel to three Florida libraries connected to new medical schools. This research should also expand the professional knowledgebase for planning new medical school libraries.

The Donald A. B. Lindberg Research Fellowship was established in 2001 with contributions from the Medical Library Association, MLA members, and other people and companies in the health care community. It is awarded annually through a competitive grant process to a qualified health care professional, researcher, educator, administrator, or librarian. MLA established the fellowship to fund research that links the information services provided by librarians to improved health care. Joanne Gard Marshall, AHIP, FMLA, is this year's winner. Dr. Marshall is an alumni distinguished professor at the School of Library and Information Science at the University of North Carolina–Chapel Hill. Her research project, "The Value of Library and Information Services for Patient Care," will seek to document the value and impact of hospital librarians in clinical decision making. The fellowship is named in honor of Dr. Lindberg, director of the National Library of Medicine (NLM) since 1984, in recognition of his significant national and international achievements at NLM, the world's largest medical library.

The MLA Research, Development, and Demonstration Project Grant promotes excellence in health sciences librarianship and information science. This

year's winner is Catherine Mary Boss, AHIP, coordinator of Library Services at the Jersey Shore University Medical Center in Neptune, New Jersey. She will distribute a questionnaire to discharged patients and library patrons to analyze library services. The results will be used to improve library services and garner future ideas for the medical library.

The MLA Continuing Education (CE) Award is awarded annually to MLA members to assist with the development of theoretical, administrative, or technical aspects of medical librarianship. This year's winners are Marie K. Saimbert and Lin Wu, AHIP. Ms. Saimbert, reference librarian at the George F. Smith Library of the University of Medicine and Dentistry of New Jersey–Newark, is using her funds for a CE course covering systematic reviews. The second CE Award is awarded to Ms. Wu, reference and outreach services librarian at the University of Tennessee Health Sciences Center Library in Memphis, who will take an evidence-based medicine course sponsored by the School of Information and Library Sciences at the University of North Carolina–Chapel Hill. She was unable to attend the ceremony, and her certificate will be mailed.

Thomson Reuters sponsors a fellowship of $2,000 that is given every other year to foster and encourage students who have been admitted to candidacy to conduct doctoral work in medical librarianship or information science. Shelagh Genuis, doctoral student at the Graduate School of Library and Information Studies at the University of Alberta–Edmonton, Canada, is this year's winner. Her research project will study the subject of women's health: ''Making Sense of Changing and Evolving Health Information: Navigating Health Information in Everyday Life.'' She was not able to be at the ceremony, and her certificate will be mailed.

The 2010 Virginia L. and William K. Beatty MLA Volunteer Service Award was presented to Ann C. Weller. It recognizes a medical librarian who has demonstrated outstanding, sustained service to the Medical Library Association and the health sciences library profession. The award is named in honor of Virginia L. and William K. Beatty and recognizes their significant contributions to MLA and the profession as longtime volunteers to the association. Ms. Weller has been a dedicated MLA volunteer, particularly at the national level, showing consistent and outstanding service to the association and the profession. She is head of special collections at the Library of the Health Sciences, University of Illinois at Chicago. Her national MLA activities include serving on over eleven committees including the *Journal of the Medical Library Association* Editorial Board (2002–present), the MLA Credentialing Committee (1999–2002), and MLA's Research Policy Implementation Task Force (1995–1997). She has also served as chair for the MLA Research Section (1982–1983) and authored a book on editorial peer review. Ms. Weller has a list of over three pages of presentations to the profession and has been an outstanding mentor to those interested in

research, publishing, and best practices for evidence-based medicine.

The Estelle Brodman Award for the Academic Medical Librarian of the Year was established with a gift from Irwin H. Pizer and is given to an association member who has made outstanding contributions to academic medical librarianship as demonstrated by excellence in performance, publications, research, service, or a combination thereof. The 2010 Brodman Award was presented to Stephanie Fulton, AHIP, assistant library director at the University of Texas M. D. Anderson Cancer Center in Houston. Her contributions to the academic world have been exemplary, bringing both innovation and initiative to the cancer center library. Ms. Fulton has expanded education programs and the implementation of clinical outreach services via evidence-based concepts. Her extensive service to the profession includes numerous presentations, publications, and association work. She is an adjunct faculty member of the University of Texas School of Library and Information Sciences and has developed and taught a popular MLA continuing education course on cancer resources, both regionally and nationally.

The Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship is given to a professional who has made significant contributions to the profession in overall distinction or leadership in hospital library administration or service; has produced a definitive publication related to hospital librarianship, teaching, research, or advocacy; or has developed or applied innovative technology to hospital librarianship. Michele A. Spatz, director of the Planetree Health Resource Center, Mid-Columbia Medical Center in The Dalles, Oregon, is this year's recipient. Over the past eighteen years, Ms. Spatz has been instrumental in improving the quality of consumer health for the Mid-Columbia Medical Center. She has developed an innovative consumer health library and has extended library services in the community through writing a monthly column for a local newspaper. She has also had an impact on consumer health libraries globally via her teaching, authoring, and consulting skills. Ms. Spatz is the author of the highly successful and popular book: *Answering Consumer Health Questions: The Medical Library Association Guide for Reference Librarians*.

The Lucretia W. McClure Excellence in Education Award was established in 1998 and first presented in 1999, in honor of one of MLA's most respected members. The award recognizes an outstanding educator in the field of health sciences librarianship and informatics who demonstrates skills in teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. The McClure award was presented to Lauren Maggio, AHIP, Lane Medical Library and Knowledge Management Center at Stanford University in Palo Alto, California. Ms. Maggio has made significant contributions in the area of teaching and curriculum development. She initiated Web 2.0 technologies to engage students in active learning and introduced

evidence-based medicine through case studies, and two of her tutorials have been approved by the Association of American Medical Colleges (AAMC) for inclusion in the MedEdPORTAL. She has also published significantly in many library journals including the *Journal of the Medical Library Association* and *Medical Reference Services Quarterly*. A most recent success is being chosen in 2009 as the first librarian to attend and participate in Harvard's prestigious Macy Institute.

The Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences recognizes distinguished achievement in collection development in the health sciences. It was endowed by Ballen Booksellers International. This year's award was presented to C. Trenton Boyd, AHIP, who has been a veterinary medical librarian at the University of Missouri–Columbia for more than thirty-nine years. His achievements for veterinary libraries are exceptional on a regional, national, and international level and include his role as a founding member of the Veterinary Medical Libraries Sections of MLA in 1973. In 1978, he played a leadership role in the creation of the basic serials list still being used today for veterinary medical serials. Currently, the serials list is in its third edition. Mr. Boyd has also built the world's largest collection of postcards for veterinary medicine and contributed extensively on the history of veterinary medicine through numerous presentations at regional, national, and international conferences since 1994.

The Carla J. Funk Governmental Relations Award was established in 2008 through a contribution from Kent Smith, FMLA, to recognize a medical librarian who has demonstrated outstanding leadership in the area of governmental relations at the federal, state, or local level and who has furthered the goal of providing quality information for improved health. The winner of this year's award is Logan Ludwig, AHIP, FMLA, associate dean, Library and Telehealth Services, Loyola University Medical Center in Maywood, Illinois. Dr. Ludwig's contributions in the governmental area are numerous. He has served as a member of the Governmental Relations Committee (GRC) from 1998–2004 and chair of the GRC from 2002–2004. As GRC chair, he provided testimony for MLA in Washington, DC, for fiscal appropriations for the National Library of Medicine in May 2003 and April 2004 and took the initiative and revised MLA's copyright brochure, which is considered a valuable online resource to health sciences librarians and educators nationwide.

The Ida and George Eliot Prize is presented for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. This year the prize is awarded to Ana D. Cleveland, AHIP, and Donald Cleveland for their book, *Health Informatics for Medical Librarians*.

The Murray Gottlieb Prize was established in 1956 by a gift from the Old Hickory Bookshop to recognize and stimulate health sciences librarians' interest in the history of medicine. Recently, Joanna Grimes of the Old Hickory Bookshop passed away. MLA would like to express their condolences at this time. Beginning this year, it is being sponsored by the MLA History of the Health Sciences section, and MLA thanks them for their sponsorship. The 2010 prize is awarded to Lindsay Blake, AHIP, for her paper, "The Tuskegee Syphilis Study: Medical Research versus Human Rights." Ms. Blake, a librarian at the Greenblatt Library, Medical College of Georgia–Augusta, was unable to attend. Her certificate will be mailed.

The Rittenhouse Award is presented annually by the Medical Library Association for the best unpublished paper on health sciences librarianship or medical informatics written by a student in an American Library Association–accredited program of library and information studies or a trainee in an internship in health sciences librarianship or medical informatics, and it is sponsored by the Rittenhouse Book Distributors, in King of Prussia, Pennsylvania. Melody Ramsey is the awardee for her paper, "NIH Public Access Policy: Implications for Collections Management." Ms. Ramsey recently graduated from the School of Library and Information Studies at Florida State University–Tallahassee.

The Majors/MLA Chapter Project of the Year Award recognizes excellence, innovation, and contribution to the profession of health sciences librarianship by an MLA chapter and is sponsored by J. A. Majors Company. This year's winner is the Southern Chapter of MLA for their innovative project on oral history. Judy Burnham, AHIP, accepted the award on behalf of the chapter.

The T. Mark Hodges International Service Award was presented to Lenny Rhine, FMLA. This award was established to honor outstanding individual achievement in promoting, enabling, and/or delivering improvements in the quality of health information internationally, through the development of health information professionals, the improvement of libraries, or the increased use of health information services. Mr. Rhine has had a large role in the international field of medical librarianship for MLA and international health sciences librarians in developing countries worldwide. His first MLA appointment was as program chair for the International Cooperation Section. He has chaired numerous committees in the section and served on the Sister Library/Health Library Partnership committee, and his list of international presentations runs more than six pages. He is currently a member of the Librarians Without Borders® (LWB) Advisory Committee for MLA and is the coordinator for the LWB E-Library Training Initiative, funded by a grant from Elsevier.

A highlight of each MLA annual meeting is the Janet Doe Lecture on the history or philosophy of medical librarianship. Ana Cleveland, AHIP, delivered the Doe lecture, "Miles to Go Before We Sleep: Education, Technology, and the Changing Paradigms in Health Information." Dr. Cleveland is professor and director of the Health Informatics and Houston Programs, Department of Library and Information

Sciences, College of Information, University of North Texas–Denton.

President Schardt announced that the Board of Directors has named five association members as Fellows of the Medical Library Association. Fellows are chosen for their outstanding contributions to health sciences librarianship and to the advancement of the purposes of MLA. President Schardt then introduced four of the five new fellows:

■ **Margaret (Peg) Allen, AHIP, FMLA:** I am pleased to recognize Peg Allen and her induction today as an MLA Fellow. Ms. Allen is a consultant for Health Knowledge Consultants in Stratford, Wisconsin. She has brought nursing to the forefront of health sciences librarianship and significantly influenced nursing research practices for the profession. Ms. Allen is a Distinguished Member of the Academy of Information Professionals and has held every position in the MLA Nursing and Allied Health Resources Section (NAHRS) over twenty years. One of her most notable achievements has been leading the NAHRS Task Force on Mapping the Literature of Nursing. Ms. Allen has taught different nursing courses at MLA annual meetings over many years and has contributed since the 1960s to the *Essential Nursing Resources* list, a biennial publication. She has served as editor of the *International Nursing Index* and directly influenced nursing research practices, working for Silver Platter's RNdex and as a consultant the last twelve years for the CINAHL database.

■ **Shelley Bader, AHIP, FMLA:** Along with her many awards and accomplishments, Shelley Bader can now add Fellow to her list. Her impact on the profession is notable, particularly in the area of consulting, teaching, and multimedia technologies. Ms. Bader retired in 2007 as associate vice president, Educational Resources, for the George Washington University Medical Center in Washington, DC, after a long and illustrious career, where she helped guide and centrally coordinate educational support services and academic learning resources. She has been an active MLA member and Distinguished Member of the Academy of Health Information Professionals since the early 1990s and served on the MLA Board of Directors 1995–1998, as Thomson Reuters/Frank Bradway Rogers Information Advancement Award Jury chair 1991–1992, and in many other national MLA positions. Ms. Bader was an innovator in helping found the MLA Educational Media and Technologies Section and helped develop and launch NLM's AVLINE, a database of audiovisual materials in the early 1980s. Ms. Bader has published consistently and widely in over thirty journals, including the *Journal of the Medical Library Association*, and is a recognized expert on videodisc technology. Her letters of support to her nomination illustrate her energy, creativity, enthusiasm, and vision in mentoring and sharing to inspire a whole generation of health sciences librarians.

■ **Margaret Bandy, AHIP, FMLA:** It is with great pleasure I recognize Margaret Bandy as an MLA Fellow. Ms. Bandy is a Distinguished Member of the Academy of Health Informational Professionals, and her leadership skills are recognized on local, regional, and national levels. She has had a substantial influence on hospital librarians and hospital libraries. She is the manager of libraries, Exempla Saint Joseph Hospital in Denver, Colorado. On a national level, Ms. Bandy has served on the MLA Board of Directors from 2005–2008 and as both a chapter and section chair. Locally, she served on the Colorado Council of Medical Librarians (CCML), helping advise and write letters on hospital closures, as well as serving as past president twice. Her work in advocacy to the CCML earned her their highest award, the Marla Graber Award for Excellence and Achievement in 2005. She has been active in consumer health, serving as chair of the MLA Consumer and Patient Health Information Section and writing the consumer health information services chapter in the book *Medical Library Association Guide to Managing Health Care Libraries*. Ms. Bandy is currently working as coeditor on publishing the second edition of the *Medical Library Association Guide to Managing Health Care Libraries*. She recently served as liaison to the American Nurses Credentialing Center (ANCC) and helped librarian and nursing researchers work together to achieve the prestigious nursing Magnet recognition. Her exemplary efforts have earned her the Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship in 2002 and the Hospital Libraries Section Scroll of Exemplary Service. Her letters of support mention her dedication, advocacy, kindness, responsibility, integrity, enthusiasm, and mentorship that exemplify the best of our profession.

■ **Mark E. Funk, AHIP, FMLA:** Mark Funk can also add the prestigious title of Fellow to his list of accomplishments. Mr. Funk has been a health sciences librarian and MLA member for over thirty years, serving as president of MLA 2007/08. He currently is acting associate director of technical services and head, Collection Development, at the Samuel J. Wood Library, Weill Medical College, in New York City. Mr. Funk's major contributions have been in collection development and scholarly publishing. From 1990–1996, Mr. Funk served on *JAMA*'s Journal Review Advisory Committee and in 1999 was nominated to participate on the National Library of Medicine's Literature Selection Technical Review Committee to evaluate and recommend journals to be indexed in the MEDLINE database. Part of his role was to advise the director of NLM on critical issues in publishing. In scholarly publishing, he chaired the Publishing and Information Industries Relations Committee from 1982–1986 and served on advisory committees for the *JAMA* Journal Review, Springer-Verlag New York, Thieme Medical Publishers, the *British Medical Journal,* and Wiley-Blackwell. He has created web resources including *Open Access: A Primer*, moderated the MLA scholarly publishing symposium in 2007 and during his MLA presidency strongly encouraged connections of MLA members through new technologies.

■ **Connie Schardt, AHIP, FMLA:** Past President Mary Ryan, AHIP, FMLA, then came to the podium to welcome Connie Schardt as an MLA Fellow. Ms. Schardt is the associate director of public services and adjunct professor for Duke University Medical Center Library in Durham, North Carolina. She is also the current president of MLA and highly regarded as a leader for the entire health sciences profession. Ms. Schardt also served on the MLA Board from 2005–2008. As a sought-after speaker, Ms. Schardt has contributed over forty-six presentations; chaired two MLA chapters, Pacific Northwest Chapter and the Mid-Atlantic Chapter; and served on numerous MLA committees including the Nominating Committee and the MLANET task force. Ms. Schardt is noted for her outstanding achievements in teaching and promoting evidence-based medicine in medical librarianship. Her resume notes over twenty-five courses she has developed and taught, including numerous MLA courses at the local, regional, and national levels. Currently, Ms. Schardt developed and offers an online evidence-based medicine web course for formal academic credit. Ms. Schardt helped create the Center of Research and Education (CORE), the MLA toolbox that is a robust, online repository for lifelong learning and teaching, and, she has authored more than twenty articles. Her efforts earned her the Lucretia W. McClure Excellence in Education Award in 2006 and the 2003 Outstanding Service Award from the Department of Internal Medicine at Duke University Medical Center.

The highest honor that the Medical Library Association confers on any individual is the Marcia C. Noyes Award. We have come to the place in today's awards program for presentation of that special distinction. This year's recipient was introduced by Neil Rambo from the University of Washington Health Sciences Libraries:

Neil Rambo: For those of you who pay attention to such things, you may have noted that last year's recipient of the Marcia C. Noyes Award, Wayne J. Peay, FMLA, should be the one up here to present this year's award. I contacted Wayne, and he said: ''Please convey my greetings from the land of the retired, and I can assure them that they can't get here soon enough.''

The Marcia C. Noyes Award is MLA's highest professional distinction. The award recognizes a career that has resulted in lasting, outstanding contributions to medical librarianship. Criteria for the award include:

1. Sustained and notable achievement in at least 1 of 3 arenas of activity cited in the mission of the Medical Library Association:

a. The design, development, and management of information systems;

b. The creation and provision of information services and educational programs;

c. Research in health information sciences.

And,

2. Distinguished service and leadership in health sciences librarianship in mentoring, publishing, and service in professional associations.

Contributions in these areas need to have:

■ served the needs of the profession
■ had durability of influence
■ been comprehensive
■ been characterized by ethical conduct

In sum, it sounds like a pretty tall order to me. And yet, this year's awardee handily knocks it out of the ballpark on all counts. My task is to give you a sense of that contribution—that Sherrilynne Fuller's corpus of work in all areas is outstanding, deeply influential, and sustained—*and* do that while not keep us here all afternoon.

I'm going to attempt that by borrowing liberally from a few of the letters submitted in support of the nomination of Sherrilynne Fuller, FMLA. To start:

■ through twenty years of innovative leadership as director of the Pacific Northwest Regional Medical Library program and the University of Washington Health Sciences Library;
■ as a mentor to many leaders in the Medical Library Association and the American Medical Informatics Association (AMIA);
■ through an extensive publication record encompassing influential books and articles on a wide range of health information science and biomedical informatics topics;
■ through elected offices and multiple committee assignments in several professional associations, including MLA, the Association of Academic Health Sciences Libraries, AMIA, and the American College of Medical Informatics;
■ on multiple National Library of Medicine advisory committees, including the Biomedical Library and Informatics Review Committee, the Board of Regents, the Board of Scientific Counselors of the Lister Hill Center, the Strategic Planning Committee of the National Center for Biotechnology Information, and currently, the Board Working Group on Clinical Trials; and
■ as an outstanding and influential representative of our profession in national information policy development, for example, as a member of the President's Information Technology Advisory Committee. (That's *president* as in the *White House*.)

Sherri's career has been marked by achievements that have had an enduring influence on access to health information in rural and frontier areas, on improved operations and services in health sciences libraries, and on outside perceptions of the value that health sciences libraries and librarians bring to academic health sciences centers, university science programs, rural health care and public health, and community partnerships with underserved populations.

I will cite just a few of the notable examples to illustrate the broad and deep impact of her contributions:

Sherri was an early champion of the value of Internet connections in hospitals and a pioneer in demonstrating the important role librarians can play in establishing, managing, and making effective use of the Internet to enhance access to information in

hospital settings. She convinced NLM to fund a pilot Internet connections project involving hospital libraries in northwestern states in 1992 (pre–World Wide Web). This project demonstrated the value and feasibility of such connections, provided many important lessons learned, and directly influenced the development of NLM's subsequent Internet connections grant program and the efforts of the Regional Medical Libraries to assist network libraries in obtaining Internet connections.

A national expert on Integrated Advanced Information Management Systems (IAIMS), Sherri was among the first to expand the IAIMS concept from a single institution to regional health information systems and was invited to present on this topic at an annual meeting of the Institute of Medicine. Similarly, Sherri was an early proponent and implementer of many innovations in health sciences libraries, including: library-based informatics specialists, integration of electronic information services into clinical workflow, and the serious involvement of underserved communities in the design and development of information services to meet their needs.

Sherri is an exemplar among health sciences library directors who have had a profound impact on the priorities and programs of their home institutions. In addition to her pioneering work and role in the University of Washington IAIMS program, Sherri was instrumental in founding and serving as the initial head of the university's biomedical and health informatics program (now an NLM-funded training grant center) and, more recently, its Center for Public Health Informatics (where she now serves as co-director).

Sherri has also had a major impact outside the field of medical librarianship and her institutional base. Supporters of her nomination cite her skillful participation and outstanding contributions to many multidisciplinary panels, committees, review groups, and associations. One supporter wrote: ''In addition to being interested, engaged, knowledgeable about a wide range of relevant issues, and not *too* patient, Sherri is creative, constructive, and highly skilled at presenting the most compelling examples and ideas of how the library community can and should intersect with whatever topic is at hand.'' Our profession has never had a better representative.

I could go on … the list of innovations she has brought about in the National Network of Libraries of Medicine is a long one, as is the list of her influential research projects and publications … but I will stop.

Sherri's career has greatly enhanced access to health information and has had a profound impact on what is possible for you and me in our careers and in the value we deliver to the communities we work in.

Please join me in congratulating Sherrilynne Fuller as the 2010 recipient of MLA's highest honor, the Marcia C. Noyes Award.

President Connie Schardt presented the 2010 Marcia C. Noyes recipient, Sherrilynne Fuller, and invited her to the podium where she gave these remarks:

Sherrilynne Fuller, FMLA: Thank you, Neil, for that very humbling introduction and thank you to all of you for honoring me with this very special award. I'd like to note that Neil played a key role in the hospital pilot Internet connections project in the early 1990s and many of my other activities in the Regional Medical Library, and that we have some interesting memories.

As I thought about what I would say, all of the bad academy award acceptance speeches came to mind as negative examples. The good ones have been noted for their simplicity and brevity. That will be difficult for me to accomplish but I'll try!

I have known for many years that I made the right choice in high school when I decided to become a medical librarian—although my counselors had no clue what that meant. I was fortunate to find MLA members during my college years who advised and guided me.

I can't think of another profession that would have offered the remarkable range of roles and experiences and friendships in one career. From administrator to teacher to researcher to *Roberts Rules of Order* (who knew that I'd have to know about *those*!), MLA has provided me a professional home and a grounding with colleagues eager to share their knowledge and their encouragement.

In fact, I have had the good fortune to learn from and work with many of the individuals for whom these awards are named—alas, however, even I am too young to have known Marcia Noyes.

Our shared values, which first brought me to the profession, have stood the test of time—in particular, serving the underserved and free and open access to health information as a right and not a privilege. My service on the NLM Board of Regents committee that recommended to Donald A. B. Lindberg that MEDLINE should become free was one of my proudest moments.

Now for the thank yous. A special thank you to my husband, David, without whom I wouldn't be here today (literally and figuratively)! Thank you to my former students around the world and to the wonderful librarians and staff of the libraries I have had the good to fortune to work with who have all taught me so much and to all of you for all you do to make a difference. Thank you from the bottom of my heart!

President Schardt concluded the session with the following statement: ''Each year, the awards ceremony and luncheon reminds us of the outstanding accomplishments our peers have made to the profession of health sciences librarianship. It simultaneously provides the encouragement to continue striving to new levels of achievement. In recognizing these individuals, we applaud the 'best and brightest' in the field. This concludes today's presentation, and I thank you for joining me. Please enjoy the rest of the meeting.''

BUSINESS MEETING I

Monday, May 24, 2010

President Connie Schardt, AHIP, FMLA, opened Business Meeting I at 10:30 a.m. by introducing

MLA Executive Director Carla J. Funk, CAE, Hon. FCLIP. Ms. Funk presented the members of the 2009/10 MLA Board of Directors: President Connie Schardt, AHIP, FMLA; President-Elect Ruth Holst, AHIP, FMLA; Immediate Past President Mary L. Ryan, AHIP, FMLA; Treasurer Jane Blumenthal, AHIP; Secretary Gary Freiburger, AHIP; Chapter Council Chair Paula Raimondo, AHIP; Section Council Chair Judy Burnham, AHIP; and Directors Cynthia Henderson, AHIP, Julia Kochi, Ann McKibbon, Beverly Murphy, AHIP, and Laurie Thompson, AHIP; appointed officers: Parliamentarian Lucretia W. McClure, AHIP, FMLA, Sergeant-at-arms Linné Girouard, AHIP, MLANET Editor Melissa DeSantis, AHIP; *MLA News* Editor Linda M. G. Katz, AHIP; and *Journal of the Medical Library Association (JMLA)* Editor Susan Starr.

President Schardt then asked attendees to join her in a moment of silence to honor the memories of the many valuable members who had died during the year as screens displayed names and assembled photographs of Christa Buswell, James (Jay) Daly, Virginia (Ginny) DuPont, Ruth Gilbert, Cathryn (Cathy) Mary Jordan, Mary Klatt, Doreen Lewis, Irene K. Ogura, Ursula H. Poland, AHIP, FMLA, Paula Romeyn, Patricia M. Sarchet, Harold (Hack) M. Schoolman, Kathryn J. Skhal, Joanne Sullivan, and Seymour Taine. Audio clips from the oral histories of Ursula Poland and Seymour Taine were shared.

Ms. Funk then returned to the podium to recognize the vital roles of the twenty-three MLA sections and the seventeen special interest groups (SIGs). She also acknowledged the committees, task forces, and allied representatives. Since the 2009 annual meeting, 266 new members have joined the association, and those who had joined MLA since the last annual meeting were invited to stand and be recognized.

President Schardt called to order the Business Meeting I of the 2010 MLA annual meeting and asked if the quorum of 250 voting members required for transaction of business was present. After Sergeant-at-Arms Girouard confirmed that 316 members were present and represented a quorum, the president called on Secretary Freiburger to move adoption of the Rules of the Assembly. Mr. Freiburger explained that the Rules of the Assembly included information on addressing the chair, presenting motions, debating, and voting and are available on MLANET. At the direction of the Board of Directors, he then moved that the Rules of the Assembly, as they appear on MLANET, be adopted. Voting paddles were raised, and there being a majority in the affirmative, the rules were adopted. Mr. Freiburger noted that the agendas for the 2010 business meetings were on pages 26 and 29 of the *Official Program*. Then, by direction of the Board of Directors, he moved that the agenda for the 2010 business meetings of MLA be adopted. The vote was affirmative and the agendas adopted.

President Schardt announced that in November 2009, ballots for the MLA's election of 2010/11 Officers, Board of Directors, and Nominating Committee were sent electronically or by postal service to all 3,275 eligible MLA voting members. Twelve hundred ninety-six valid ballots were returned, a participation rate of 39.57%. On December 9, 2009, the election results were certified by Darlene Miller and Amy Eibly of Survey and Ballot System of Eden Prairie, Minnesota, the firm MLA has contracted with to conduct our elections. Election results were announced in the February 2010 issue of *MLA News* <http://www.mlanet.org/members/mla_news/2010/feb_10/election.html> (members only), and complete election results, including vote totals, are published in the 2009/10 Annual Report, available on MLANET <http://www.mlanet.org/about/annual_report/09_10/2009_10_ar_appointed.pdf>. Election results: President-elect: Gerald (Jerry) Perry, AHIP. MLA Board of Directors (three-year term): Marianne Comegys and Rikke Ogawa, AHIP. Nominating Committee: Margaret Bandy, AHIP, Janice Brown, AHIP, Gary Byrd, AHIP, FMLA, Rebecca Davis, AHIP, Jacqueline Doyle, AHIP, FMLA, Lynn Fortney, Thomas Hill, Anne Linton, AHIP, and Kathleen Stemmer-Frumento, AHIP. Mr. Hill resigned from the Nominating Committee and in accordance with the MLA Bylaws, the MLA Board voted to replace Mr. Hill with candidate Dolores Judkins, AHIP. Mary L. Ryan, AHIP, FMLA, immediate past president, will chair the 2009/10 Nominating Committee. In an election held in May 2009, Julia Shaw-Kokot, AHIP, was elected as Chapter Council liaison to the MLA Board for the three-year term 2010–2013.

President Schardt then called on Lucretia W. McClure, AHIP, FMLA, and Millie Moore, cochairs of the MLA Ethics Task Force, to introduce a motion and ask for discussion by the assembled membership in regard to a proposed addition to the MLA Code of Ethics for Health Sciences Librarians.

Ms. McClure remarked, ''A code of ethics is a hallmark of our profession, and today we are going to vote on two additions to MLA's code of ethics.'' She summarized the history of the code, which began in 1984 when the board appointed a committee to develop a code for MLA. This committee submitted a code to the board in 1987, which was accepted, but no further action was taken. In 1992, a task force was charged with preparing a code of ethics, and it was published on the email discussion list and discussed in various chapter and section meetings. In 1994, the code was approved by the membership. Since that time, there has been great discussion by institutions and organizations about conflict of interest and ethical issues. During her presidency, Mary L. Ryan, AHIP, FMLA, established a task force to review the 1994 code and to look at MLA's business plan in relation to the code and its disclosure statement. ''The task force has made two additions to the code of ethics, and that is what we are going to be presenting today to you for a vote.'' She acknowledged the members of the task force: Karen Butter, AHIP, Kathryn Carpenter, Lynn Fortney, Priscilla Stephenson, AHIP, Stefanie Warlick, T. Scott Plutchak, AHIP, and Carla J. Funk, as MLA staff liaison. Ms. McClure then invited cochair Millie Moore to present the additions.

Millie Moore stated that the task force would like to move two additions to the MLA Code of Ethics. She directed the audience to the printed copy of the Code of Ethics in the meeting materials, and Sergeant-at-Arms Girouard distributed copies to those who needed them. The changes had been presented in the March 2010 *MLA News* <http://www.mlanet .org/members/mla_news/2010/mar_10/ethics.html> (members only). The two additions are:

1. ''The principles of this code are expressed in broad statements to guide ethical decision making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.''

2. ''The health sciences librarian shall be alert to and adhere to his or her institution's code of ethics and its conflict of interest, disclosure, and gift policies.''

These are the motions that are before you now as additions to the code of ethics. Ms. Schardt acknowledged the motion from the task force, which did not need a second, and opened for discussion the motion to amend the code of ethics, with these comments received:

■ Gary Byrd, AHIP, FMLA, University of Buffalo, and a fellow of MLA: I just wanted to address the assemblage and say that this was a topic of discussion at the meeting of the elected fellows of MLA yesterday afternoon when we met at our regular meeting, and it was a strong consensus of the assembled fellows that we should all support these revisions to the code of ethics.

■ John McMullen, University of Illinois–Urbana-Champaign, and chair of the Medical Library Education Section (MLES): I'm speaking today on behalf of MLES membership in support of this code in general and the revisions in particular. We believe as educators that the code provides an ethical grounding for the concepts that we teach. It also creates a real-world connection between the concepts that we teach and our courses and practice that our students engage in, so we support the revisions.

President Schardt then called for a vote and the motion passed.

Ms. Schardt introduced MLA treasurer, Jane Blumenthal, AHIP, to present the treasurer's report.

Jane Blumenthal, AHIP: Good morning. I'm sure all of you know from looking at budgets in your home institution or reading the newspaper or any one of a number of other information channels, that there has been an economic downturn—perhaps even a recession in the past year. This has not affected everyone, but unfortunately for purposes of this discussion, MLA is not in the business of producing downward pointing economic indicator arrows, and so we, too, have had some difficult financial times. The numbers from the slide are up on the web in the Treasurer's Report in the Annual Report section <http://www .mlanet.org/about/annual_report/09_10/2009_10_ar_ appointed.pdf>, and I will have the uniform resource locators (URLs) for that and for the audited report in my last slide.

But it really is a good news, bad news situation. Yes, there was a deficit, but the association was well prepared to deal with it. We do have our association reserves, also known informally as the rainy day fund. Well, it's raining, and we put that fund to use. These monies come from previous years when revenues have exceeded expenses. So essentially, we're spending money in the bank. We're not borrowing against the future. The other good news is even after covering this deficit, we still meet MLA's required 30% of operating cost in the reserve fund. And I give great credit to both the MLA staff and to our outside advisors, accountants, and consultants for an ongoing prudent financial management and a conservative investment strategy that has left us as well positioned as it has.

We are cautiously optimistic about next year, and that is based on trends in 2010, both for membership renewals and attendance at this meeting, which has been great. So we are looking forward to a small positive revenue next year. We have done all of our budget balancing without a dues increase, and we have concentrated on the cost-cutting and budget and frugal management. We've concentrated on making the changes transparent to the membership so that the services that you expect from MLA, that the benefits that brought you to the association, are maintained throughout this difficult time. And as an association, we continue to make a positive contribution to society as a whole and to our individual members. The URLs for the Treasurer's Report <http://www.mlanet.org/ about/annual_report/09_10/2009_10_ar_appointed .pdf> and the audited financial statements <http:// www.mlanet.org/pdf/budget/audited_fin_2009.pdf> are easy to find in the headquarters' Annual Report section of MLANET. Thank you.

Next, President Schardt called on Ms. Funk to present the executive director's report.

Carla J. Funk, CAE, Hon. FCLIP: I was looking and reflecting on my presentation last year, and I noted that I did predict this budget shortfall, so I was not surprised, and we won't go belabor it again. I will say that MLA did take some measures similar to what you might have been experiencing in your own organization and that this included no salary increases, staff furlough days, and staff layoffs to reduce the deficit. Everybody's been there and, as Ms. Blumenthal said, we tried to make that transparent to the membership so all of your programs and services just keep moving along. But we think better days are ahead of us.

Our big project this year from headquarters is transforming our operations with the implementation of the new association management system. Now, what this resulted in this year is you got your dues renewal notices later than normal because we had to get it up, but you can now establish your own passwords, which many of you requested that you wanted to do, and soon, by the end of this year, you're going to be able to build your own portfolio to use with credentialing and other kinds of resume things that you would like. So that's another highly requested service that you wanted, and we will soon have that. We have also helped some of you navigate the

new system. We've worked out some bugs. We had some bugs with section renewals and some institutional renewals, and we're addressing those. And so by next year, in the fall of 2010, we hope that everything will be worked out and things will go very smoothly.

And while numbers have increased in some membership categories, we continue to lose institutional memberships, especially for those libraries with budgets of $200,000 and less. So we're working on that very hard to regain these members. The membership committee held its annual member phonathon in March of this year, and they recruited about 70 lapsed members, and senior staff are calling institutions who have not renewed their memberships for 2010 and have successfully gotten some to rejoin. So we're just going to keep working on this.

We're also continuing to transform our lifelong learning program. The number of people taking continuing education (CE) courses also declined in 2009, partially because of the location of the annual meeting in Hawaii and partially because of the economic downturn. There were almost 75% more CE participants at MLA this year, though, than there were in 2009, but we're still about 25% below where we were in 2008. So we're going to continue to increase the number and formats of available courses, and we now have tutorials, web-based courses, and webcasts and are currently hosting 11 courses on our Moodle server, so we're trying to get a whole bunch of things going on here so people can take advantage of CE. Also at this meeting, one of our members experimented with offering his annual meeting course, both remotely and face-to-face, using software that we provided, and we're anxious to get his evaluation of that.

We're also partnering with the University of North Texas in its LE@D (Lifelong Education @ Desktop <http://www.leadonline.info>) distance education program, and we're able to offer 3 web-based courses this year through that. In total, almost 7,000 people took advantage of MLA-approved courses since the last annual meeting, and the Academy of Health Information Professionals membership continues to exceed 1,100 members. That's very good. They're holding their own.

We are also stimulating this transformation by connecting to the larger community through MLA's new YouTube channel <http://www.youtube.com/user/MedLibrAssoc>, which is featuring our wonderful president, Connie Schardt. And thanks to the combined efforts of staff, the social networking software taskforce, the membership committee, and the professional retention and recruitment committee, we have both an MLA and a group section on YouTube, so you can begin to add your own content. And so far we've put an invitation to this meeting up there. We've got the research moments from maybe one year ago or two years ago. We have the health recruitment DVD, and we're going to, I think, add a history section to it and put up all the centennial moment DVDs that we have, which are quite interesting to view right now. And we'll just keep adding. We were talking about that some people are starting to put little mini tutorials up on their YouTube channels, and that might be, considering where we come from, an interesting thing to do.

MLA is also transforming our members' environment through a strong advocacy program, and hopefully many of you will be able to participate in our Capitol Hill Day on Tuesday afternoon, and we hope and encourage you to visit your legislators to express your support for the vital work of the National Institutes of Health (NIH) and the National Library of Medicine (NLM) and that work's relationship to what you do for your community. That's what they want to hear about.

MLA also continues to focus on scholarly communication as an advocacy issue, including the mandatory NIH public access policy, data sharing policy, peer review, and many other things. We also are concerning ourselves with the impact of the changes in scholarly communication on our roles—the librarians' roles. Staff supported the work of the Ad Hoc Committee for Advocating Scholarly Communications and distributed two surveys about educational needs and the impact of the NIH policy on journal subscription cancellations. We also coordinated development of a PowerPoint presentation on these issues, and the taskforce developed a list of journal publishers that had frozen journal prices for 2009, and this has gotten some play on LIBLICENSE-L <http://www.library.yale.edu/~llicense/mailing-list.shtml> and some other discussion lists, so it's been quite interesting. Staff continues to provide frequent public policy updates on MLA FOCUS to keep the membership informed of MLA action in these and other areas, and please check the website for additional information.

We explored the transformation of the profession through a symposium, The Vital Pathways Symposium, in the October 2009 issue of the *Journal of the Medical Library Association (JMLA)* <http://www.ncbi.nlm.nih.gov/pmc/issues/182122/>, edited by MLA Past President M. J. Tooey, AHIP, FMLA. The project was targeted toward helping hospital librarians identify issues facing them and opportunities and strategies for the future. There were many valuable articles in that symposium, including a report by MLA Past President Jean Shipman, AHIP, FMLA, on MLA's health information literacy project study, funded under a contract with the NLM, and this highlighted librarians' roles in promoting health information literacy in their institutions. And if you noticed your National Medical Librarian's Month poster that you got in your portfolio, we're using the theme vital pathways and health literacy in it to kind of make us all more sensitive to that.

We have also increased reports. We have gotten increased reports of hospital library closings and are writing letters to hospital administrators upon their request detailing the negative impact of these decisions on patient health outcomes, and we have most recently expanded that to include any library. What-

ever kind of medical library you are, we would be happy to write a letter on your behalf.

One way that MLA had an impact on other associations this year is in our adoption of the technology to have virtual meetings. I've had more questions about that from the association community—my colleagues there—than for almost anything else we've ever done; so very interesting. We have used the MegaMeeting software to have virtual board meetings, virtual CE classes linking people from other countries—President Schardt used that for her class—and have helped sections and chapters use it for virtual meetings. We now offer this as a new association member benefit, and we will continue to explore helping you with virtual operations and services in a variety of ways as part of our transformation.

The MLANET Web 2.0 button <http://www.mlanet.org/resources/web20_resources.html> now links to a number of blogs; Facebook pages; wikis; Flickr sites; Twitter feeds; social bookmarking; links in sites; YouTube channels sponsored by MLA, its sections, SIGs, chapters, and NLM; and the regional medical library associations. We have also established both a board and a member blog for discussion and information purposes, and we hope you subscribe to the Connections blog and feel free to reply, give ideas on it, so we can keep getting input from you.

President Schardt has described the MLA '10 Conference Community in her talk, another way that MLA is keeping the membership connected through a variety of electronic means, including for the first time this year the e-conference registration package. Headquarter staff and members continue to transform the annual meeting, making it more accessible to both attendees and virtual participants, engaging more people and exchanging ideas, and I read in the *Wall Street Journal* this weekend that that's the real reason that humans dominate, because when people came together more closely, they exchanged more ideas and became the dominant species—so remember that. We will continue the poster share applications, which you can see in the meeting registration area for the next three years, at least, and new this year are the five-minute lightning round presentations.

Our global partnerships continue to expand as well. We were a strong participant and exhibitor at the tenth International Congress on Medical Librarianship (ICML), in Brisbane, Australia, in August 2009, and this meeting is going to be held with MLA in Boston in 2013. I had a little booth out there where I was giving away stuffed lobsters. They're not edible stuffed. They're real stuffed lobsters. And this meeting will also feature the International Conference of Animal Health Information Specialists and the International Clinical Librarians Conference.

MLA's Librarians Without Borders® (LWB) program continues to be a strong component of our partnership outreach activities with strong support from the Elsevier Foundation for e-library training program, coordinated by Lenny Rhine, FMLA, and he will be teaching a train-the-trainers course for free at this year's annual meeting. Almost 900 people throughout the world—librarians, health care providers, and public health staff—have been trained in how to access information through the LWB e-library training efforts.

We were also recognized by the Chinese American Librarians Association in 2009 for our earthquake relief donation, made possible by MLA's Medical Library Disaster Relief Fund that many of you have contributed to, and we thank you. MLA, through the International Cooperation Section, also awarded the second LWB grant, thanks to a donation from Flysheet Med-Informatics. And a new potential partnership that MLA is exploring is working with the European Association for Health Information and Libraries (EAHIL) on the World Health Organization Global Health Library.

Although two temporary staff and Beverly Bradley left MLA this year, we endeavor to provide the same level of service with fewer staff. Tomi Gunn is our new manager of membership services, working with Kate Corcoran.

We have a few staff milestones to celebrate this year. Kathleen Combs, coordinator of continuing education and executive director for Association for Library and Information Science Education, will celebrate fifteen years at MLA this year. Larry Jones, office services assistant, will celebrate his tenth anniversary. And Elie Rodriguez, graphic designer/production assistant who creates all of our annual meeting logos, will celebrate five years with MLA.

I want to thank the MLA staff for their continued hard work on behalf of the association and its members. It is much appreciated. And finally, on behalf of all our staff, I want to say that it's been a pleasure to work with MLA President Connie Schardt, on helping her achieve her priorities, and we have appreciated her great good humor and insightful suggestions—and all of the board members during this very challenging but transformative year. Thank you very much.

President Schardt returned to the podium and moved on to the next order of business, the annual reports. In the interest of time, she received the annual reports in a block. The informational reports of the appointed officials, councils, committees, representatives, chapters, and sections are found in the 2009/10 Annual Report of MLA. These reports are posted on MLANET <http://www.mlanet.org/about/annual_report/09_10/> and are available to everyone. They are also available in paper copy by request from the executive director's office. There being no corrections or objections from members, the reports were filed as presented. President Schardt then adjourned Business Meeting I.

BUSINESS MEETING II, PRESIDENTIAL INAUGURAL ADDRESS: RUTH HOLST, AHIP, FMLA, AND MLA '11 INVITATION

Tuesday, May 25, 2010

President Connie Schardt, AHIP, FMLA, welcomed everyone and called the morning's session to order.

She reminded everyone that this session was the conclusion of the association's business for 2009/10. A quorum of voting members was present.

President Schardt then recognized and thanked the retiring MLA Board members, Gary Freiburger, AHIP; Paula Raimondo, AHIP; and Laurie Thompson, AHIP. They were presented with certificates as tokens of respect and gratitude for work well done. Next, President Schardt expressed her sincere gratitude to Mary L. Ryan, AHIP, FMLA, president of MLA during the 2008/09 association year. She was presented with a plaque.

The new members of the MLA Board of Directors—Gerald (Jerry) Perry, AHIP (as president-elect), Marianne Comegys, Rikke Ogawa, AHIP, and Julia Shaw-Kokot, AHIP—were welcomed and introduced. Outgoing President Schardt was then presented with a presidential cup and congratulated on an outstanding year on behalf of the association.

Ruth Holst, AHIP, FMLA, 2010/11 MLA president and associate director, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois at Chicago, delivered the inaugural address.

INAUGURAL ADDRESS

Ruth Holst, AHIP, FMLA: All right. Thank you. I am truly honored to have been elected president of the Medical Library Association. Some of you may be wondering—well, I have to figure out how to work this thing—who is this woman and where did she come from? I won't be able to entirely answer those questions in the next twenty minutes, but I will try to give you some idea of where I've been and what I hope to accomplish in the next year.

Here's a picture from St. Mary's Grade School to illustrate that I didn't always look like this, so this is an early picture [slide]. Like many of my colleagues, my entrance into the world of librarianship can be attributed more to serendipity than it can be to career planning. I grew up on a dairy farm in rural Wisconsin, not far from Green Bay, if you know where that is. I recently checked my high school yearbooks to verify that I did, in fact, belong to the Library Club at Chilton High School for at least one year. I thought it was longer than that, but it was only one year. I don't remember what the club did, but I do remember thinking at the time that I couldn't be a librarian because I'm such a slow reader.

Before I go too much further, let me take a moment to introduce to you two important people in my life who are both fast readers. My husband, Bob, and my daughter, Alex, are standing there. Stand up. Stand up so they can see you. They're here with me today, and I hope that many of you will get a chance to meet them. Bob is the bookseller who works for the Bookstall at the Chestnut Court in Winnetka, Illinois. It's one of the best local independent bookstores and one that's still in business in the Chicago area.

While I prefer to escape into reading murder mysteries and typical book club fiction, Bob actually reads real books. He reads a wide range of fiction and nonfiction. Both he and Alex spend much more time reading off the Internet than I do. I still prefer paper, but even I have found myself being forced into the twenty-first century. Because I have a commute to work by train every day, I have now begun to start reading books on my iPhone, and I want you to know that I recently read Atul Gawande's *Checklist Manifesto* entirely on the train on my iPhone. So I have moved into the twenty-first century.

When I left my hometown in rural Wisconsin to attend college in the mid-1960s, I planned to be a math teacher. As a student at the University of Wisconsin–Milwaukee (UWM), I needed to work part-time and found that the best job available to me was in the library. I shelved books; I worked in the circulation department; and I spent a summer verifying bibliographic references in the interlibrary loan department. I don't even know if they do that anymore. And finally, during my senior year in college, I was allowed to work at the reference desk from 9:00 p.m. to midnight on Sunday nights for 1 semester. You see, the library administration wanted to know how many people would actually use the reference desk at that time of the week, and my hourly pay of a $1.50 an hour was considerably less than the professional librarians were getting.

Although I had a minor in library science when I graduated from UWM with my teaching degree, I still intended to be a math teacher. But teaching jobs were hard to find in Milwaukee in 1970, so on the recommendation of a friend, I walked into Columbia Hospital to apply for a clerical job to tide me over until I could get a teaching contract. They had an opening in the medical library but were having difficulty finding a master's-prepared librarian to take the job, so they set me up with an interview with the doctor who was running the library at the time. And as the saying goes, the rest is history. Dr. Beckman actually hired me during the interview. He had already checked my references, I guess.

Working in a hospital library turned out to be the perfect fit for me, so I completed my master's degree in library science over the next three years and started to immerse myself in learning a new subject area. My first two bosses at Columbia Hospital were both doctors, and both encouraged me to attend medical grand rounds on a weekly basis so that I could get to know the medical staff and know who specialized in which subject areas.

I didn't realize it then, but this really set an expectation that having the librarian at grand rounds was a natural extension of my role in the hospital, and I often found myself being given reference requests on my way back to the library. I learned a lot about medicine and about health care delivery in general over the thirty years that I worked at Columbia Hospital. And I also learned to think of myself as a partner to these health care professionals who truly wanted the best outcomes for their patients.

When I started my job at Columbia Hospital, I found myself working in a unique situation. Not only

was the library director a physician, but in addition to the books and journals, the library had a reprint collection with more than 100,000 reprints of articles from medical journals. These reprints were organized into more than 12,000 subject categories, using a homemade index that had been created by the doctor who hired me. He had actually been the editor of the *Yearbook of Drug Therapy* for 20 years and had accumulated a personal collection of reprints that he donated to the hospital.

With the help of the medical staff, we continued to add reprints to that collection for another 20 years, if you can believe that. Along the way, I built relationships with many doctors, nurses, health educators, pharmacists, therapists, and dieticians over the years. The library collection never grew to more than about 10,000 volumes, and the library staff never got beyond 3.8 full-time equivalents (FTEs), but my experiences were meaningful in ways that I could never have imagined, and the value of the education that I received from my colleagues was priceless.

The 1970s were also a decade of tremendous growth for hospitals, and as a result, many hospitals hired their first librarians during that decade. In 1974, the health sciences librarians in Wisconsin decided to form six consortia around the state to address the rapidly growing need to provide resource sharing at the local level. Up to that point, most interlibrary loan was sort of a one-way street.

Nearly all the hospital library requests being filled were being filled by a designated resource library; at least that's the way it was working in the Midwest. To shift the burden of the interlibrary loan off the backs of the resource libraries, hospital library consortia were formed throughout the Midwest. Being involved in the formation of the Southeastern Wisconsin Health Science Library Consortium was my first real experience working with a group of professional librarians toward a common goal.

Those seventeen founding librarians worked very hard on a sharing agreement that was then signed by their respective administrators. They wrote operating procedures, and they started holding quarterly meetings to determine how they could help each other build their libraries.

Before long, we were planning professional development activities as a group, and I was hooked. I soon joined the Medical Library Association. In fact, I joined the Medical Library Association that same year, because it seemed like the natural way for me to expand my horizons and find out what hospital librarians were doing around the country.

I also attended my first MLA meeting in 1974, which was in San Antonio. How many of you were in San Antonio with me? Okay, a few people there.

I left the hospital environment in 2002 to take my current job working for the National Network of Libraries of Medicine. Although I'm based in an academic library at the University of Illinois at Chicago, working for the national network has allowed me to continue to interact with hospital librarians in the Midwest, while at the same time getting a better understanding of the issues and challenges facing academic libraries.

Over the years, I have learned a tremendous amount from my friends and colleagues in the Medical Library Association. Many of my best ideas have been stolen from my MLA colleagues, and I plan to continue to steal ideas as long as I can get away with it. As I ponder the year ahead, I have some thoughts about directions that I would like to see the association take over the next few years.

I'm privileged to follow in the footsteps of many strong leaders, and I plan to build on their work during the next year. The great thing about belonging to a professional association is that we can do things together. You may have noticed that recent presidents of MLA have been emphasizing this point. Three years ago, Mark E. Funk, AHIP, FMLA, said, "Only connect." And a year later, Mary L. Ryan, AHIP, FMLA, challenged us to form partnerships to address key issues. Most recently, Connie Schardt, AHIP, FMLA, urged us to build our community. You sort of see a theme going there?

The theme of my presidential year is "Rethink." This theme was selected by the National Program Committee for the 2011 meeting in Minneapolis and is a short and to-the-point message for us to help us face the major challenges before us. Health sciences libraries are in the midst of major transformation. Not only are information technologies changing the way we operate our libraries on a day-to-day basis, but we work for institutions that are undergoing tremendous change brought on by health care reform and the pressure to convert scientific knowledge from the bench to the bedside and then on to the community in the shortest possible time.

Librarians truly need to rethink the way they practice librarianship. There are many ways we can rethink what we do, but I would like to share with you the two priorities that I want us to consider. I want us to rethink the value we bring to our respective organizations, and I want us to rethink the roles that we play in those organizations. So let me begin first with my first priorities.

Well, I've lost a slide. Well, okay. So let me start with the first one, which the slide was supposed to say "rethinking our value." We all know that we bring value to our institutions. We all know that evidence-based health care practice doesn't happen by itself. We all know that licensing agreements with publishers and database vendors don't get negotiated by themselves. We all know that huge data sets that are being created in university-based research labs are not going to be organized and made accessible for data mining by themselves.

We know that librarians are the best-qualified professionals to make these things happen, but that message isn't getting through to our administrators. That's why we need to rethink the value we bring to our institution and to find ways to articulate our value to key decision makers and stakeholders. The best way for us to convey the value we bring to our institutions is to show them the evidence. We spend a lot

of time helping other professionals locate and use the best evidence about how to care for patients and how to design a research protocol. Many of us are trying to apply evidence to our library practice, as well.

But sometimes the evidence just isn't there. We need to create the evidence. We need to continue to conduct the studies that link what we do to the outcomes we achieve. A few years ago, MLA published the *Research Imperative*, which is the research statement of the Medical Library Association. That statement articulated the need for us to develop a culture of research in the profession. It identified the domains of research and outlined the skills needed to conduct research.

More recently, the Research Section of MLA published a research agenda for the association. It lists the twelve top-ranked questions facing our profession as determined by the leaders of the association. Now, I know that some of you are thinking or saying to yourselves, ''I'm not a researcher,'' or ''I'm not qualified to do research,'' or my favorite is, ''I don't have time to do research.'' Well, here are some steps for how I think we can get started and how you can work with your colleagues to do that.

First, I would say start small. Tackle a problem you know about, and think about what are the research questions that if answered would give you the evidence you need in *your* workplace. Check out the top twelve research questions that were identified in the MLA's research agenda.
1. Let other people know what ideas you're interested in exploring. Look for partners who have different skills than you, and bring a group of people together to work on a common problem. Use the networking tools that MLA uses to make connections with colleagues in other sections and other units of the association.
2. Use the MLA mentor database to find someone who can give you advice and to help you develop the skills that you don't have. Once you've defined the scope of your ideas for a research study, look for sources of funding to support your study. Sections and chapters of MLA often have unexpended funds in their treasuries, and the regional offices of the National Network of Libraries of Medicine are beginning to fund these kinds of projects, as well.

Okay, those are things that we can do as individuals, but what can we do as an association?

Well, the research agenda is a great example of what we can do together. The Research Section conducted a delphi study, in which they contacted more than 800 leaders of the association to ask them one simple question: What is the most important and answerable research question facing the profession? From this one simple question, they were able to assemble a list of the top 12 research questions for our profession. I have some other ideas about what we can do as an association, and I'm hoping that some of these will catch on during the next year.

First, I would like to see us build some communities of practice around a research question, find a community of people, and work across units of the association to bring multiple and diverse perspectives together to bear on a common problem or a common question. Develop multi-institutional study protocols that make it easier for hospital librarians and other members who work in smaller venues to be part of a study without having to reinvent the wheel. A current example of this kind of study is the value of libraries planning study that aims to demonstrate the value of librarian-provided services on patient care outcomes in a four-state region of the Middle Atlantic Region of the National Network of Libraries of Medicine.
3. Provide professional development opportunities, including continuing education courses that will help members acquire the knowledge and skills they need to become better qualified to be involved in research.

And finally, explore the measures and data-gathering activities currently in use by MLA members to demonstrate their value and, if possible, identify a core set of metrics that can be used by members as a meaningful way both to communicate their value to their administrators and to compare their library operations to those of other libraries. I know that the Association of Academic Health Sciences Libraries (AAHSL) has a task force exploring outcomes measures at this time, and perhaps MLA could partner with the AAHSL directors in that effort.

I said that I had two priorities for my year as president, so let me transition to the second one, which is rethinking our roles. This concept is related to the first priority because as we expand our roles in our institutions, we increase the value we bring to those institutions. I know these are difficult times for some of you because health sciences librarians are facing bigger challenges than ever before. The downturn in the economy is taking its toll, and we don't know what impact health care reform is going to have on our institutions.

Add to that the ever-increasing pace of new medical discoveries and the continuous insertion of new technologies into our lives and what do we get? A whole lot of change. As medical librarians, we need to ask ourselves if we are providing the right services to help our institutions keep pace with all that change. Are there new roles that we could be filling that would assist our institutions with filling their institutional missions? Are there new roles that we are uniquely qualified to perform and that are related to something that we're already doing?

As I mentioned earlier, I worked for more than thirty years at Columbia Hospital in Milwaukee. For those of you who are familiar with the hospital environment, you know that hospitals undergo cycles every three to five years. In the early 1990s, a big trend in hospitals was something called product line management. Hospitals selected their strongest programs or the programs that they wanted to develop and turned them into product lines. It was mostly for marketing purposes, but it made a lot of sense to promote all of your orthopedic services, for example, as a bundled set of products.

So Columbia Hospital joined the trend and selected five or six product lines. The physicians objected, of

course, to calling them product lines, so at my hospital they were known as core services. One of these was the women's health core service, and I was appointed to be on an interdisciplinary committee charged with developing this core service.

Why am I mentioning this? It's because that committee appointment ultimately led to a new role for me as the women's health core service director at Columbia Hospital. It wasn't a job that I applied for. It was one that happened gradually over a period of two years. I continued to fill that role along with my library manager role until the hospital decided to scrap the core service program and move onto the next big trend.

The next big trend was managed care, and Columbia Hospital decided to develop a series of critical pathways centered around the most common diagnoses for the hospital. So there was a pneumonia pathway, there was a total hip replacement pathway, a diabetes pathway, and so forth. That was around 1994, and the physician who was responsible for developing the managed care program at the hospital was the vice president from medical affairs, and it just happened that the library also reported to the same vice president.

He, of course, knew that my role in the women's health core service had been eliminated, and to make a long story short, he asked me to work with the team of doctors, nurses, and other professionals who were assigned to develop these critical pathways. He wanted someone to provide information and administrative support, and he also wanted someone to document the process that the teams would go through to complete their work. Eventually, I worked with eight different teams that developed eighteen critical pathways and found myself again in a new role—this time in managed care, of all things.

It might seem that these added roles were unique to my environment and to some extent, that's probably true. However, it's been my observation that hospital librarians often take on these added roles, especially the librarians who remain in the same hospital for a long time, the way I did. This is not unique, however, to the hospital environment, since I'm aware of many academic librarians who also have taken on roles that are somewhat unusual for a librarian in their institutions.

I don't often use a baseball metaphor in my work, but it seems to me that librarians are like utility infielders. Their expertise can be brought to bear on a variety of projects for which the essential skills include organizational skills, information gathering, and synthesis skills. We are truly the utility players, I think, in our organizations.

The vital pathways project, spearheaded by former president M. J. Tooey, AHIP, FMLA, examined the current and future roles of hospital librarians and made recommendations for how to promote emerging roles to hospital administrators and other key decision makers. I hope to do my part to keep the momentum going on that project and to look for other ways to promote new roles for hospital librarians.

I would also like to hear from all of you about what MLA can be doing to help prepare any of you for expanding into new roles. I have a few ideas that I want to share with you, but I'm sure that you have other ideas, as well.

These are my ideas, actually, for the association. I think we should identify some of the obvious emerging roles and describe them more often in the *MLA News*, *Journal of the Medical Library Association* (*JMLA*), blog articles, etc., because I think there are some of you out there who are doing unique things and the rest of us don't know about it, so I think we need to write about them more. Some obvious subject areas that come to mind include knowledge management, health literacy, e-science, electronic medical records, emergency preparedness, and so forth.

Another idea: Develop continuing education courses or identify existing training opportunities that provide specialized education in subject areas that would lead to new roles. One specific idea that's being explored by the Continuing Education Committee is the idea of a specialization program for the role of disaster information specialists—and those of you who were here for the National Library of Medicine (NLM) Update heard that NLM is very much interested in this whole area of disaster information specialists—to prepare librarians to fulfill a key role in assisting organizations for planning and responding to disasters and emergencies.

Another idea would be to implement the recommendation from the vital pathways project, such as a web-based tool kit or a traveling exhibit that MLA members could use to take to meetings of hospital administrators, for example. We could produce a series of advocacy and promotional materials tailored to specific audiences, such as hospital administrators or university deans, to educate them and raise awareness about some of the expanded roles for librarians.

[Another idea:] Reinvigorate and expand the scope and format of the MLA mentor's database. To make this a more useful tool that members can use to find a colleague who might be willing to share their expertise and provide advice for how to take on expanded roles in their institutions.

Let me close my remarks this morning with a quotation from Ralph Waldo Emerson who said, ''Bad times have a scientific value. These are occasions that a good learner would not miss.'' It does seem that we are facing some bad times right now, but that's all the more reason for us to pay attention and look for opportunities to step up and meet the challenges before us. I hope many of you will take up the challenge to look for ways to create some new evidence and to fill emerging roles that will demonstrate the value that librarians bring to their institutions. Thank you.

Next Past President Schardt invited Gabriel Rios and Bart Ragon, cochairs of the 2011 National Program Committee (NPC), to give the official thank you to the 2010 annual meeting.

Bart Ragon: So Gabe, have you read the Daniel Pink book yet?

Gabriel Rios: Actually, I was one of the responders in Connie's cell phone poll who said, ''I own it, but I plan to read it.''

Bart Ragon: Well, I've read it. I actually found the six concepts that you mentioned in the plenary session to be very true.

Gabriel Rios: Yeah, actually, I'm glad my empathy is still intact. I drew the ''e'' on the right side for that, so… Seriously, though, there have been a lot of great conversations around the book, *A Whole New Mind*.

Bart Ragon: I'm kind of wondering if I need to enroll in art school at this point. Are you going to buy my self-portrait?

Gabriel Rios: Only if you autograph it.

Bart Ragon: Well, either way, I look forward to the continued conversation online after the meeting.

Gabriel Rios: *Whereas* the 2010 National Program Committee has created a phenomenal program for the 110th meeting of the Medical Library Association that has reminded us to reflect and connect, and whereas the local assistance committee has provided MLA membership with everything we needed to know about our nation's capital, including where to eat, what to see, and what to do; and

Bart Ragon: *Whereas* the medical librarians of Washington, DC, have welcomed us with open arms and without any MLA Board member political scandals that we know of;

Whereas the MLA headquarter staff and professional planners have labored hard and long in planning and implementing the annual meeting of the Medical Library Association that we will cherish and remember for years to come;

Gabriel Rios: *Therefore* be it resolved that the membership of the Medical Library Association extends its profound appreciation and deep-felt gratitude to the 2010 National Program Committee, the Local Assistance Committee, the medical librarians of the Washington, DC, area, and MLA headquarters for giving us all a chance to reconnect with our friends and colleagues in order to compare notes and ideas about building relationships with our communities, identifying their—and our—information needs and developing innovative means of meeting those needs.

After applause, the membership adopted the motion by acclamation. Past President Schardt thanked members for shopping at the MLA Scholarship Booth, purchasing raffle tickets, and supporting the MLA scholarship program. She then announced the winners of the MLA scholarship booth raffles.

Next, Mr. Rios and Mr. Ragon invited members to attend the 111th Annual Medical Library Association meeting to be held in Minneapolis, Minnesota. They highlighted attractions in the host city; spoke about the theme, ''Rethink''; and urged members to attend next year's meeting.

Then Linda A. Watson, AHIP, FMLA, cochair, Local Assistance Committee (LAC), 2011 NPC, asked her local cochair, Dawn Littleton, and publicity and

promotion cochairs, Kolleen Olsen and Eileen Stanley, AHIP, and all the members of the Local Assistance Committee and the Health Sciences Libraries of Minnesota to stand to be recognized. She then showed a multimedia presentation and spoke about the sites of Minnesota.

Past President Schardt also reminded everyone that the 2011 meeting also marks the 175th anniversary of the National Library of Medicine. At the conclusion of the invitation, she then recognized Cynthia Henderson, AHIP, the 2010/11 secretary of the MLA Board of Directors, who moved to adjourn the meeting. The motion carried, and the second business session of the 110th annual meeting of the Medical Library Association was officially adjourned.

SECTION PROGRAMMING, 1–4

Contributed papers were presented in four sessions. The list is organized sequentially by day and then by lead MLA section. Abstracts are available at <http://www.mlanet.org/am/am2010/pdf/mla10_abstracts.pdf>.

Section Program 1:
Sunday, May 23, 2:45 p.m.–4:15 p.m.

Consumer and Patient Health Information Section in conjunction with Hospital Libraries Section, Public Services Section, Library Marketing SIG: Traffic Is a Good Thing! Innovative Ways to Increase Use of Consumer Health Resources in Your Library

Moderator: Rhonda J. Allard, manager, Myra Mahon Patient Resource Center, Weill Cornell Medical College, New York, NY.

iPods Bring in Traffic: An iPod Checkout Program Increases Visibility and Utilization of Patient Education Resource Centers in a Large Health System: Ruti Volk, AHIP, librarian and manager, Patient Education Resource Center, Cancer Center & Wellness Resource Center, Cardiovascular Center; Megan Gunnell, music therapist, Comprehensive Cancer Center; University of Michigan Health System–Ann Arbor.

Creating a Disability Information Portal for a Support Network for Families: Steven P. Wilson, coordinator, Center for Disability Resources Library; Rozalynd P. McConnaughy, AHIP, assistant director, Education and Outreach; School of Medicine Library, University of South Carolina–Columbia.

2010 HealthyMe@UMB: Promoting Health and Wellness to the Campus Community: Alexa A. Mayo, AHIP, deputy director (acting) and associate director, Services; M. J. Tooey, AHIP, FMLA, associate vice president, Academic Affairs, and executive director; Health Sciences and Human Services Library, University of Maryland–Baltimore.

Health Information for the Elderly and Their Caregivers: Training Toolkit for Public Librarians: Ulrike Dieterle, distance/outreach coordinator, Ebling Library, University of Wisconsin–Madison; Cheryl Becker, public

library administration consultant, South Central Library System Office, South Central Library System, Madison, WI.

The Library's Go Red for Women's Heart Health Community Campaign: Michele A. Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR.

Federal Libraries Section in conjunction with Corporate Information Services Section, Molecular Biology and Genomics SIG, Institutional Animal Care and Use SIG: E-science: Exploring the Librarian's Role

Moderator: Terrie Wheeler, chief, Gorgas Memorial Library, Walter Reed Army Institute of Research, Silver Spring, MD.

E-science: Transcending Disciplines and New Roles for Librarians: Carol Tenopir, director, Research, and director, Center for Information and Communication Studies, College of Communication and Information, University of Tennessee–Knoxville.

Data Curation and Research Librarianship in the Age of E-science: Carole L. Palmer, professor and director, Center for Informatics Research in Science and Scholarship, Graduate School of Library and Information Science, University of Illinois–Urbana-Champaign, Champaign, IL.

Creation of the Pandemic Influenza Digital Archive: James King, information architect, NIH Library, National Institutes of Health, Bethesda, MD.

A Collaborative Approach to Librarian Involvement in E-science Initiatives: Elaine R. Martin, director, Library Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester.

History of the Health Sciences Section in conjunction with Research Section, Veterinary Medical Libraries Section: Bioethics and the History of the Health Sciences

Moderator: Joan M. Stoddart, AHIP, deputy director, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City.

Hippocrates and the Bikers: A Brief Introduction to Bioethics and the History of Health Sciences: Stephen J. Greenberg, coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD.

Upon Reflection: Is Open Access Communicating Scholarly?: Helen-Ann Brown Epstein, AHIP, head, Education and Outreach, Weill Cornell Medical Library, Weill Cornell Medical College, New York, NY.

Evidence-based Bioethics: Available Resources and Tools for Librarians: Linda S. Murphy, health sciences librarian, Reference Department, Science Library; Brian R. Williams, criminology, law and society librarian, Reference Department, Langson Library; University of California–Irvine.

How Did My Skin Lesion Get on YouTube?: Privacy and Security on Mobile Devices: Elizabeth C. Whipple, research informationist/assistant librarian, Ruth Lilly Medical Library, School of Medicine, Indiana University–Indianapolis; Elizabeth M. LaRue, AHIP, assistant professor, Nursing Informatics, School of Nurs-

ing, University of Pittsburgh, Pittsburgh, PA; Kacy L. Allgood, reference informationist, Ruth Lilly Medical Library, School of Medicine, Indiana University–Indianapolis.

Healers at the Pool of Bethesda: Thomas Percival and the Evolution of Medical Ethics in American Medicine: Michael A. Flannery, associate director, Historical Collections, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

Leadership and Management Section in conjunction with Corporate Information Services Section, New Members SIG: 25 Unproven Things that Leaders Should Do Most of the Time

Moderator: Gabriel R. Rios, deputy director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

25 Unproven Things that Leaders Should Do Most of the Time: Peter M. Ginter, chair and professor; Jack W. Duncan, professor emeritus and university scholar; Andrew Rucks, chair and professor; Department of Health Care Organization and Policy, School of Public Health, University of Alabama–Birmingham.

Medical Informatics Section: Top Tech Trends IV

Moderator: Colleen Cuddy, AHIP, interim director, Ehrman Medical Library, School of Medicine, New York University–New York.

Top Tech Trends Panel: Michelle Frisque, head, information systems, Galter Health Sciences Library, Northwestern University, Chicago, IL; Annie Hughes, reference librarian, Wilson Dental Library, Herman Ostrow School of Dentistry, University of Southern California–Los Angeles; JoLinda L. Thompson, AHIP, systems librarian, Himmelfarb Health Sciences Library, George Washington University Medical Center, Norfolk, VA; Art Papier, associate professor, Dermatology and Medical Informatics, College of Medicine, University of Rochester, Rochester, NY; Gabriel R. Rios, deputy director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham; Eric Schnell, associate professor, University Libraries and Biomedical Informatics, Ohio State University–Columbus; Bart Ragon, associate director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; Wallace McLendon, director, George A. Smathers Libraries, University of Florida–Gainesville; Michelle Kraft, AHIP, senior medical librarian, Library, Cleveland Clinic, Cleveland, OH.

Medical Library Education Section in conjunction with Research Section: New Voices Paper Session

Moderator: W. John MacMullen, assistant professor, Graduate School of Library and Information Science, University of Illinois–Urbana-Champaign, Champaign, IL.

Going against Goliath: Knowledge Discovery Using a Library-developed Specialized Search Tool Versus General Web Search Engines: Katrina Kurtz, HSLS biomedical informatics trainee; Ansuman Chattopadhyay, head, Molecular Biology Information Service; Carrie L. Iwema, information specialist, Molecular Biology;

Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

An Exploratory Study of Biology Graduate Students' Online Search Process and Tasks: Della Pan, teaching assistant, Health Informatics Program, College of Information, University of North Texas–Denton.

Development and Testing of a Literature Search Protocol for Evidence-based Nursing: An Applied Student Learning Experience: Andy Hickner, student, Health Sciences Libraries; Christopher Friese, assistant professor, School of Nursing; University of Michigan–Ann Arbor.

Public Services Section: The Librarians' Publishing Roundtable

Moderator: Janna Lawrence, AHIP, assistant director, Hardin Library for the Health Sciences, University of Iowa–Iowa City.

The Librarians' Publishing Roundtable: Stewart M. Brower, AHIP, director, Library, University of Oklahoma–Tulsa; Martha F. Earl, AHIP, assistant director, Preston Medical Library, Graduate School of Medicine, University of Tennessee–Knoxville; Ruth Fenske, AHIP, head, Reference Unit, Grasselli Library, John Carroll University, University Heights, OH; M. Sandra Wood, AHIP, FMLA, librarian emerita, Libraries, Pennsylvania State University–Hershey.

Technical Services Section in conjunction with Consumer and Patient Health Information Section: Reflecting on Our Past and Connecting to Our Future

Moderator: Michael A. Wood, Qatar liaison librarian and assistant head, Resource Management, Samuel J. Wood Library/C. V. Starr Biomedical Information Center, Weill Cornell Medical College, New York, NY.

Not Your Same Old Technical Services: Using Technology to Support the Transition to Electronic Resources Management: Betty Landesman, electronic resources coordinator; Ben Hope, chief, Information Architecture Branch; NIH Library, National Institutes of Health, Bethesda, MD.

Convert, Cancel, and Collaborate: Collection Development in Challenging Economic Times: Mary F. Prottsman, AHIP, associate director, Collection Resources Division, Norris Medical Library, University of Southern California–Los Angeles.

Building on the Past, Transforming Our Future: Patricia L. Thibodeau, AHIP, FMLA, associate dean, Library Services; Richard A. Peterson, AHIP, deputy director; Karen S. Grigg, associate director, Collection Services; Emma Cryer, electronic resources and serials manager; Duke University Medical Center Library and Archives, Duke University, Durham, NC.

Rebranding Ourselves for the 21st Century: Margo Coletti, AHIP, director, Knowledge Services, Beth Israel Deaconess Medical Center, Boston, MA.

One Year after the Consolidation of the Dentistry Library: Reflections and Perspectives from the Dental Community: Mark MacEachern, liaison services librarian; Whitney Field, operations and information services coordinator; Carol Shannon, information reference specialist; Health Sciences Libraries, University of Michigan–Ann Arbor.

Section Programs II:
Monday, May 24, 2:30 p.m.–4:00 p.m.

2010 National Program Committee: Left/Right Brain: What Have You Been Thinking About Lately? (Session A)

Moderator: Carolyn Young, reference and technology librarian, Law Library, Rutgers University, Newark, NJ.

Responding to the Call from the College of Nursing: Leslie G. Adebonojo, undergraduate student services librarian; Kathy Campbell, head, Library Instruction; Mark Ellis, head, Reference; Sherrod Library, East Tennessee State University–Johnson City.

Connecting with Our Community: Using BibApp to Showcase Academic Health Center Faculty and Their Research: Rachel Gyore, biomedical librarian; Crystal Cameron-Vedros, biomedical librarian; Jason Stirnaman, biomedical librarian; Robert Pisciotta, associate director; Karen Cole, library director; Archie R. Dykes Library, University of Kansas Medical Center–Kansas City.

Expanding Your Role: Using Video Clinical Scenarios in the Medical School Curriculum: Valerie A. Lynn, AHIP, instruction librarian; Nicola Cecchino, AHIP, technology librarian; George T. Harrell Library, College of Medicine, Penn State University, Hershey, PA.

Connecting on the Same Page: Synchronizing Medical Student and Faculty Information Literacy Skills in the Classroom and Clinic: Lauren A. Maggio, AHIP, medical education librarian; Keith Posley, chief clinical liaison; Lane Library, School of Medicine, Stanford University, Stanford, CA.

Institutional Learning Opportunities and Resources Reuse Strategies: A Knowledge Management Approach: Tracy C. Shields, librarian; Pauline T. Alexander, librarian; Rachel R. Walden, coordinator, Staff Training; Annette M. Williams, associate director; Nunzia B. Giuse, AHIP, FMLA, assistant vice chancellor, Knowledge Management, director, Eskind Biomedical Library, and professor, Department of Biomedical Informatics and Department of Medicine; Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN.

Cancer Librarians Section in conjunction with Consumer and Patient Health Information Section, and Alternative Medicine SIG: Providing Quality Complementary and Alternative Medicine Information to Cancer Patients

Moderator: Christine F. Marton, sessional instructor, Faculty of Information, University of Toronto, Toronto, ON, Canada.

Alternative Medicine: Providing Quality Complementary and Alternative Medicine Information to Cancer Patients: Douglas MacKay, vice president, Scientific and Regulatory Affairs, Council for Responsible Nutrition, Washington, DC.

A Patient Advocate Perspective: Speaking with the Patient Voice: Ann Fonfa, president, Annie Appleseed Project, DelRay Beach, FL.

Evaluating the Reliability of Information on Complementary and Alternative Medicine for Cancer Patients:

Christine F. Marton, sessional instructor, Faculty of Information, University of Toronto, Toronto, ON, Canada.

Providing Quality Complementary and Alternative Medicine Information to Cancer Patients: The National Cancer Institute: Jeffrey D. White, director, Office of Cancer Complementary and Alternative Medicine, National Cancer Institute, National Institutes of Health, Bethesda, MD.

History of the Health Sciences Section: Advancing the History of the Health Sciences Libraries and Librarians: A Report and Reaction

Moderator: Michael A. Flannery, associate director, Historical Collections, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

Advancing the History of the Health Sciences Library and Librarian: A Report and Reaction: Code I: Michael A. Flannery, associate director, Historical Collections, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham; Stephen J. Greenberg, coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD; Edwin Holtum, curator, John Martin Rare Book Room, Hardin Library for the Health Sciences, University of Iowa–Iowa City; Suzanne Porter, AHIP, curator, History of Medicine Collections, Medical Center Library, Duke University, Durham, NC; Lucretia W. McClure, AHIP, FMLA, committee chair and special assistant to the director, Countway Library of Medicine, Harvard University, Boston, MA.

Hospital Libraries Section in conjunction with Collection Development Section, Educational Media and Technologies Section, Health Association Libraries Section, Public Services Section, Technical Services Section: Added Value: Linking E-resources to Clinical Information Systems

Moderator: Patricia Hammond, AHIP, Immerman Memorial Library, Sentara Potomac Hospital, Woodbridge, VA.

''Meaningful Use'' of Health Information Technology and Roles for the Medical Library: Charles P. Friedman, deputy national coordinator, Health Information Technology, Department of Health and Human Services, Washington, DC.

How to Collaborate with Your Information Technology Staff: First, Know What Keeps Them Up at Night; Second, Clearly State Your Requirements: Scott Garrison, associate dean, Public Services and Technology, University Libraries, Western Michigan University–Kalamazoo.

Impact and User Satisfaction of a Clinical Information Portal Embedded in an Electronic Medical Record: Nancy H. Tannery, associate director, User Services; Barbara A. Epstein, AHIP, director; Mary Lou Klem, reference librarian; John LaDue, knowledge integration librarian; Charles B. Wessel, head, Hospital Services; Frances Yarger, assistant director, Computing Services; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

Maximizing Value: Integrating RefWorks/RefShare into Clinical Practice, Continuing Education, and Library

Operations: Susan M. Robishaw, AHIP, assistant director, Health Sciences Libraries, Geisinger Health System, Danville, PA.

No Password Required: A Case Study of Integrating the Library's Electronic Resources into the Hospital's Electronic Medical Record: Donna B. Flake, AHIP, library director, Robert M. Fales Health Sciences Library, South East Area Health Education Center, Wilmington, NC.

Medical Informatics Section in conjunction with Leadership and Management Section, Veterinary Medical Libraries Section, African American Medical Librarians Alliance SIG, Molecular Biology and Genomics SIG: Translational Science: How Libraries Are Working with Their Institutions' Clinical and Translational Science Awards

Moderator: Susan M. Pilch, informationist/biomedical librarian, NIH Library, National Institutes of Health, Bethesda, MD.

Harnessing Health Information and Translating Knowledge Among Institutional and Community Partners: A Case Study at the University of Minnesota: Linda A. Watson, AHIP, FMLA, director, Health Sciences Libraries; Layne M. Johnson, translational science information specialist and library fellow, Health Sciences Libraries and Institute for Health Informatics; Julie A. Jacko, director, Institute for Health Informatics; University of Minnesota–Minneapolis.

Rethinking How We Work: Fast-tracking a Library's Involvement in a University's Clinical and Translational Science Awards Infrastructure: Barrie Hayes, librarian; Jim Curtis, deputy director; Mary Beth Schell, librarian; Christie Silbajoris, AHIP, director, NC Health Info; Health Sciences Library, University of North Carolina–Chapel Hill.

VIVO: Library-based Support for Research Networking and Discovery: Michele R. Tennant, AHIP, bioinformatics librarian and assistant director, Reference, Education and Information Management, Health Science Center Libraries and UF Genetics Institute, University of Florida–Gainesville; Kristi L. Holmes, bioinformaticist, Bernard Becker Medical Library, School of Medicine, Washington University, St. Louis, MO; Valrie I. Davis, outreach librarian, Agricultural Sciences, Marston Science Library, University of Florida–Gainesville; Medha H. Devare, bioinformatics and life sciences librarian, Albert R. Mann Library, Cornell University, Ithaca, NY; Sara Russell Gonzalez, physical sciences librarian, Marston Science Library, University of Florida–Gainesville; Paul Albert, digital services librarian, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY; Cecilia Botero, assistant director, Content Management, Health Science Center Libraries; Kerry Britt, VIVO documentation lead, Marston Science Library; Erin Brooks, education coordinator, Health Science Center Libraries; Amy G. Buhler, AHIP, engineering librarian, Marston Science Library; Ellie Bushhousen, reference and liaison librarian, Health Science Center Libraries; Mary Edwards, reference and liaison librarian, Health Science Center Libraries; Nita Ferree, AHIP, reference and liaison librarian, Health Science

Center Libraries; Rae Jesano, AHIP, reference and liaison librarian, Health Science Center Libraries; Hannah Norton, reference and liaison librarian, Health Science Center Libraries; Nancy Schaefer, AHIP, reference and liaison librarian, Health Science Center Libraries; Christine E. Cogar, library associate I, Marston Science Library; University of Florida–Gainesville; Catherine Dunn, library systems analyst, Libraries, The Scripps Research Institute, La Jolla, CA; George O. Hack, assistant director, Instruction and Information Systems, Health Science Center Libraries; Margeaux C. Johnson, Marston Science Library; University of Florida–Gainesville; Paula King, director, The Scripps Research Institute Libraries, The Scripps Research Institute, La Jolla, CA, and Jupiter, FL; Sara Kreinest, marketing coordinator, Health Science Center Libraries; Paula Markes, metadata expert, Marston Science Library; University of Florida–Gainesville; Michaeleen Trimarchi, senior reference and electronic services librarian, The Scripps Research Institute Libraries, The Scripps Research Institute, La Jolla, CA, and Jupiter, FL; Stephen V. Williams, information technology expert, Clinical and Translational Research Informatics Program; Mike Conlon, principal invesitgator and interim director, Biomedical Informatics; University of Florida–Gainesville; VIVO Collaboration, Gainesville, FL.

Too Many Fish and No Fishing Pole: Building a Taxonomy for Discovery of Instruments for the National Clinical and Translational Science Awards Federated Website: Pamela L. Shaw, biosciences librarian, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL.

No Such Thing as a Typical Day: The Role of a Clinical and Translational Science Liaison at an Academic Health Sciences Library: Marisa L. Conte, clinical and translational science liaison, Health Sciences Libraries, University of Michigan–Ann Arbor.

Nursing and Allied Health Resources Section in conjunction with Chiropractic Libraries Section: Navigating the Literature: Strategies for Getting Published in Health Sciences Journals and Mapping the Literature of Allied Health

Moderator: Barbara F. Schloman, AHIP, associate dean and professor, University Libraries, Kent State University, Kent, OH.

Navigating the Literature: Strategies for Getting Published in Health Sciences Journals and Mapping the Literature of Allied Health: Judy F. Burnham, AHIP, assistant director, Administration and Regional Services, Biomedical Library, University of South Alabama–Mobile; Eileen Wakiji, AHIP, librarian, Nursing and Allied Health, University Library, California State University–Long Beach; Barbara F. Schloman, AHIP, associate dean and professor, University Libraries, Kent State University, Kent, OH; Frances Delwiche, reference librarian and liaison, College of Nursing and Health Sciences, Dana Medical Library, University of Vermont–Burlington.

Mapping the Literature of Occupational Therapy: Update: Jonathan Potter, health sciences librarian,

Riverpoint Campus Library, Eastern Washington University–Spokane.

Connecting Librarians and Editors to Identify and Describe Core Nursing Journals: Pamela J. Sherwill-Navarro, AHIP, medical librarian, Library, Remington College of Nursing, Lake Mary, FL; Margaret (Peg) Allen, AHIP, FMLA, consultant, Health Knowledge Consultants, Stratford, WI; Paul Blobaum, health and human services librarian, University Library, Governors State University, University Park, IL; Jyoti Deo, library assistant, Library, Remington College of Nursing, Lake Mary, FL; Lynn DiMaggio, senior library specialist, University Library, Governors State University, University Park, IL.

Pharmacy and Drug Information Section in conjunction with Corporate Information Services Section: EMBASE Lecture

Moderator: Jonathan Koffel, education and outreach librarian and assistant professor, College of Pharmacy, Hardin Library for the Health Sciences, University of Iowa–Iowa City.

An Introduction to the Regulation of Prescription Drug Promotion: The Role of the Food and Drug Administration: Kathryn Aikin, social science analyst, Division of Drug Marketing, Advertising and Communications, Food and Drug Administration, Silver Spring, MD.

Public Health/Health Administration Section in conjunction with Relevant Issues Section; African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG: AIDS 2010: Evolution of Information

Moderator: Joseph Nicholson, database trainer/online analyst, National Training Center and Clearinghouse, New York Academy of Medicine–New York.

AIDS Information Resources and Services from the National Library of Medicine: Nicole Dancy, Division of Specialized Information Services, National Library of Medicine, National Institute of Health, Bethesda, MD.

Epidemiology of Aging and HIV: Michael Plankey, assistant professor, Medicine, Department of Medicine, George Washington University Medical Center, Washington, DC.

Invited Speaker: Sharon Stash, Senior Prevention Advisor, AIDSTAR-One, Arlington, VA.

Section Programs III:
Tuesday, May 25, 2:00 p.m.–3:30 p.m.

2010 National Program Committee: Left/Right Brain: What Have You Been Thinking About Lately? (Session B)

Moderator: Gale A. Dutcher, head, Office of Outreach and Special Populations, Division of Specialized Information Services, National Library of Medicine, Bethesda, MD.

Visualize the Activity in the Library with Data: Ben Hope, chief, Information Architecture Branch; Bradley Otterson, biomedical librarian; NIH Library, National Institutes of Health, Bethesda, MD.

LISTEN, BOLT, and Connect: Lin Wu, AHIP, reference librarian; Richard Nollan, reference and out-

reach services coordinator; Health Sciences Library and Biocommunications Center, University of Tennessee–Memphis; Samantha B. Miles, LISTEN clinical champion, Memphis VA Medical Center, Memphis, TN; Cynthia K. Russell, professor; Heather Carter-Templeton, project coordinator; College of Nursing, University of Tennessee Health Science Center–Memphis.

Implementing Open Source for Three Core Library Functions: A Timeline of Challenges and Solutions: Emily O. Molanphy, web services librarian; Karen L. Hanson, digital projects librarian; Ian Walls, systems integration librarian; NYU Health Sciences Libraries, School of Medicine, New York University–New York.

Beyond PubMed: Next Generation Literature Searching: Carrie L. Iwema, information specialist, Molecular Biology; Ansuman Chattopadhyay, head, Molecular Biology Information Service; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

Health Information Seeking and Lay Health Information Mediaries ''at'' the Public Library: Preliminary Results from a Nationwide, Mixed Method Study on US Public Library Public Computing (PAC) Access and Its Impact on Individuals, Families, and Communities: Jennie A. Abrahamson, doctoral student, Faculty of Information and Media Studies, University of Western Ontario–London, Canada; Karen E. Fisher, professor; Michael D. Crandall, senior lecturer and chair, Master of Science in Information Management Program; Samantha Becker, research project manager; The Information School, University of Washington–Seattle.

Dental Section in conjunction with Collection Development Section, Educational Media and Technologies Section, History of the Health Sciences Section, Hospital Libraries Section, Technical Services Section, Osteopathic Libraries SIG: E-books and the Health Sciences Library: Fourth Annual Lecture on the Evidence-based Practice of Librarianship. (Sponsored by StatRef.)

Moderator: Michael R. Kronenfeld, AHIP, director, Learning Resource Center, A. T. Still University, Arizona Campus, Mesa, AZ.

E-books and the Health Sciences Library: 4th Annual Lecture on the Evidence-based Practice of Librarianship: Mark Sandler, director, Center for Library Initiatives, Committee on Institutional Cooperation, Champaign, IL; Deborah D. Blecic, AHIP, bibliographer, Life and Health Sciences, Richard J. Daley Library, University of Illinois–Chicago.

Leadership and Management Section in conjunction with Medical Library Education Section, New Members SIG, Retired Librarians SIG: Career Reflections: Career Planning from New Graduate to Late Career

Moderator: Jo Dorsch, AHIP, professor and health sciences librarian, Library of the Health Sciences-Peoria, University of Illinois–Chicago, Peoria, IL.

Never Too Late: Retirement Planning Connects Past to Future: Mary F. Prottsman, AHIP, associate director, Collection Resources Division, Norris Medical Library, University of Southern California–Los Angeles.

Perpetuating the Profession: Outreach to Underrepresented Students: Brenda F. Green, associate professor and coordinator; Zachary E. Fox, computer information specialist; Health Sciences Library/Instructional Services, University of Tennessee Health Science Center–Memphis.

The Path to a Faculty Appointment for Liaison Librarians: Andre J. Nault, head librarian and adjunct assistant professor, Veterinary Clinical Sciences, Veterinary Medical Library; Margaret V. Root Kustritz, associate professor, Small Animal Theriogenology, and vice-chair and assistant dean, Education, Veterinary Clinical Sciences; University of Minnesota–St. Paul.

Growing Our Own: How Can MLA Support Emerging Leaders?: Carol Jenkins, AHIP, FMLA, director, Health Sciences Library, University of North Carolina–Chapel Hill.

Nursing and Allied Health Resources Section in conjunction with Chiropractic Libraries Section, Complementary and Alternative Medicine SIG, Libraries in Curriculum SIG: Beyond Cool: Reflecting on Web 2.0 Adventures and Misadventures

Moderator: Shannon D. Jones, AHIP, head, Outreach Services, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond.

4 Wikis + 4 Blogs + 70 Third-year Medical School Students = Improved Students' Confidence in Practicing Evidence-based Medicine (EBM): A Pilot Project Using Blogs and Wikis for a Collaborative EBM Assignment in a Third-year Internal Medicine Clerkship: Daniel G. Kipnis, senior education services librarian; Gary Kaplan, senior information services librarian; Anthony J. Frisby, director, Education Services; Margy Grasberger, manager, Information Services; Karen Krasznavolgyi, senior information services librarian; Academic & Instructional Support & Resources; J. Jon Veloski, director, Medical Education Research; Jessica Salt, assistant program director, Internal Medicine Residency, Jefferson Medical College; Thomas Jefferson University, Philadelphia, PA.

Customized Collaborative Knowledge Center with Google Tools: Susan Fowler, medical librarian, Becker Medical Library, Washington University, St. Louis, MO.

Best Practices for Wiki Use in International Collaborations: Marcus Banks, manager, Education and Research Services, Library and Center for Knowledge Management; Kevin Souza, assistant dean, Medical Education, School of Medicine; University of California–San Francisco.

Teaching Web 2.0 beyond the Library: Adventures in Social Media, the Class: Melissa L. Rethlefsen, AHIP, education technology librarian, Mayo Clinic Libraries, College of Medicine, Mayo Clinic, Rochester, MN; Ann Farrell, librarian, Winn Dixie Foundation Medical Library, Mayo Clinic, Jacksonville, FL; Susan Mayer, patient education specialist, Barbara Woodward Lips Patient Education Center, Mayo Clinic, Rochester, MN.

Using Video and YouTube to Provide Customized and Robust Reference Services: Dean Hendrix, coordinator, Education Services, Health Sciences Library, University at Buffalo, Buffalo, NY.

Virtual Reference with No Budget: Using DimDim for Information Literacy Consultations: Joanne Rich, information management librarian; Janet G. Schnall, AHIP, information management librarian; Health Sciences Library, University of Washington–Seattle.

Public Health/Health Administration Section in conjunction with Cancer Librarians Section, Nursing and Allied Health Resources Section, Pharmacy and Drug Information Section, Veterinary Medical Libraries Section, Outreach SIG: Vaccine Information: The Role of the Library in Evaluation, Communication, and Dissemination

Moderator: Claire J. Twose, associate director, Public Health and Basic Science Informationist Services, Welch Library, Johns Hopkins University, Baltimore, MD.

Vaccine Update, United States, 2010: Recommendations, Concerns, and Future Directions: Ray Strikas, captain, National Vaccine Program Office, US Public Health Service, Washington, DC.

The Health Consequences and Sociological Issues Surrounding HPV and the HPV Vaccine: Annabelle Nuñez, assistant librarian, Arizona Health Sciences Library; Martha Monroy, program coordinator, College of Medicine; University of Arizona–Tucson.

Myths and Misperceptions about Vaccines and the Data Sources That Fuel Them: Alexandra Stewart, assistant research professor, Department of Health Policy, School of Public Health, George Washington University, Washington, DC.

Vaccine Communication Challenges and Strategies During the 2009–2010 Influenza Season: Kristine Sheedy, head, Health Communications Office, Centers for Disease Control and Prevention, Atlanta, GA.

Veterinary Medical Libraries Section in conjunction with International Cooperation Section, Public Services Section: Diseases Without Borders: Information for Global Epidemiology

Moderator: Cindy Mitchell, veterinary and biomedical sciences librarian, Libraries, Colorado State University–Fort Collins.

The State of the Information Infrastructure Supporting Evidence-based Veterinary Medicine: A Comparison with Human Medicine: Lorraine Toews, veterinary medicine librarian, Health Sciences Library, Libraries and Cultural Resources, University of Calgary, Calgary, AB, Canada.

What Information Did You Need When You Last Deployed? Discovering the Information Needs of Disaster and Emergency Response Professionals: Alison Rollins, reference and instructional librarian, James A. Zimble Learning Resource Center, Uniformed Services University of the Health Sciences, Bethesda, MD; Alicia Livinski, biomedical librarian/informationist, NIH Library, National Institutes of Health, Bethesda, MD; Linda Spitzer, chief, Reference and Interlibrary Loan; Nancy Terry, informationist; NIH Library, National Institutes of Health, Bethesda, MD.

Web 2.0 for Emergency Response: Emerging Opportunities for Greater Situational Awareness: Alicia Livinski, biomedical librarian/informationist, NIH Library, National Institutes of Health, Bethesda, MD; Dina Passman, epidemiologist, Office of the Assistant Secretary for Preparedness and Response, Department of Health and Human Services, Washington, DC.

Section Programs IV
Wednesday, May 26, 9:00 a.m.–10:30 a.m.

2010 National Program Committee: Left/Right Brain: What Have You Been Thinking About Lately? (Session C)

Moderator: Roberta Bronson Fitzpatrick, associate director, George F. Smith Library of the Health Sciences, University of Medicine and Dentistry of New Jersey–Newark.

Creating a New Leadership Role for Emerging Mobile Technology Information Needs: Jaime Friel Blanck, AHIP, liaison and outreach services librarian; Ryan Harris, AHIP, reference and research services librarian; Paula G. Raimondo, AHIP, head, Liaison and Outreach Services; Brad Gerhart, web developer; Health Sciences and Human Services Library, University of Maryland–Baltimore.

Entering the World of Online Collaboration: A Case Study of Librarians on EthicShare.org: Amy E. Donahue, AHIP, NLM associate fellow, UMN Bio-Medical Library; Kate McCready, assistant librarian, Wilson Information, Reference and Instruction Service; University of Minnesota–Minneapolis.

Public Libraries, Personal Health Records: Early Feedback from a Rural State: Catherine Arnott Smith, assistant professor, School of Library and Information Studies, University of Wisconsin–Madison.

Accuracy and Accountability: Addressing the Challenge of Metadata Accuracy in the Digital Age: Rachel R. Walden, librarian; Bo Link, librarian; Annette M. Williams, associate director; Qinghua Kou, systems software specialist; Deborah H. Broadwater, assistant director, Collection Development; Nunzia B. Giuse, AHIP, FMLA, assistant vice chancellor, Knowledge Management, director, Eskind Biomedical Library, and professor, Department of Biomedical Informatics and Department of Medicine; Eskind Biomedical Library, Vanderbilt University Medical Center, Nashville, TN.

Health Information Portal: Collaborations and Enhancements: Kathleen Murray, AHIP, head, Alaska Medical Library, University of Alaska–Anchorage; Laura Bartlett, technical information specialist, Outreach and Special Populations Branch, National Library of Medicine, Bethesda, MD; Paula R. Maez, National Library of Medicine associate fellow, Briscoe Library, University of Texas Health Science Center–San Antonio.

Corporate Information Services Section in conjunction with Hospital Libraries Section, Retired Librarians SIG, Library Marketing SIG, Mental Health SIG: Information Reform

Moderator: Penny Coppernoll-Blach, reference coordinator, Biomedical Library, University of California–San Diego, La Jolla, CA.

New Federal Information Requirements: Being Part of the Corporation's Solution: Betsy L. Humphreys, AHIP, FMLA, deputy director, National Library of Medicine, National Institutes of Health, Bethesda, MD.

The Reformation of Librarianship into Information Practice: Michele Klein-Fedyshin, AHIP, liaison librarian, Western Psychiatric Institute & Clinic, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

The Effect of a Clinical Medical Librarian as Part of an Internal Medicine Team on Hospital Length of Stay and Costs: Julia Esparza, AHIP, clinical medical librarian, Medical Library; Daniel Banks, department chair and professor, Department of Medicine; Marianne Comegys, chair and associate professor, Medical Library; Jerry McLarty, director, Cancer Prevention and Control, and professor, Feist-Weiller Cancer Center; Runhua Shi, associate professor, Feist-Weiller Cancer Center; Ulysses S. Wu, associate fellowship director, Section of Infectious Diseases, and assistant professor, Department of Medicine; Louisiana State University Health Sciences Center–Shreveport.

Educational Media and Technologies Section in conjunction with Nursing and Allied Health Resources Section: Librarians and Information Technology People: Seeing Eye to Eye

Moderator: Nicole Dettmar, education and assessment coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle.

Reflecting on How Information Technology People Communicate and Connect with Librarians: Rebecca Bass, web designer, William E. Laupus Health Sciences Library, East Carolina University, Greenville, NC.

Communicating with Information Technology: A View from the Other Side: Michelle Frisque, head, Information Systems, Galter Health Sciences Library, Northwestern University, Chicago, IL.

Can't We All Get Along?: The Highs and Lows of Librarian/Information Technology Collaborations: Carrie L. Iwema, information specialist, Molecular Biology; Frances Yarger, assistant director, Computing Services; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

Lessons in Collaboration: Benefits of a Project Management Working Group: Lynda Hartel, AHIP, associate director, Prior Health Sciences Library; Meg Buzzi, program director, OSU:pro; The Ohio State University–Columbus.

Federal Libraries Section in conjunction with Veterinary Medical Libraries Section, Institutional Animal Care and Use SIG: The Librarian's Role in the Institutional Animal Care and Use Committee: Learn the Laws and Get Involved

Moderator: Melissa Ratajeski, reference librarian, Information Services, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

The Librarian's Role in the Institutional Animal Care and Use Committee: Learn the Laws and Get Involved: Kristina M. Adams, technical information specialist; Tim Allen, technical information specialist; Animal Welfare Information Center, National Agricultural Library, Agricultural Research Service, United States Department of Agriculture, Beltsville, MD; Debra Sime, Animal and Plant Health Inspection Service, US Department of Agriculture; Mary W. Wood, librarian, Carlson Health Sciences Library, Davis Center for Animal Alternatives Information, University of California–Davis.

Medical Library Education Section in conjunction with Public Services Section, Institutional Animal Care and Use SIG, Mental Health SIG, Molecular Biology and Genomics SIG: Building Subject Expertise: What, How, and/or Why?

Moderator: W. John MacMullen, assistant professor, Graduate School of Library and Information Science, University of Illinois–Urbana-Champaign, Champaign, IL.

The Development of an Online Curriculum in Health Sciences Librarianship: A Case Study: Ester Saghafi, manager, Certificate of Advanced Study in Health Sciences Librarianship (HealthCAS); Nancy H. Tannery, associate director, User Services; Barbara A. Epstein, AHIP, director; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

Innovative Connections to the Library User Population by Development and Continuing Education to Enhance Subject Domain Expertise: Douglas L. Varner, AHIP, associate director/chief biomedical informationist; Jett McCann, AHIP, director and associate dean, Knowledge Management; Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC.

Developing Expert Subject-specific Searchers with a Continuing Education Program for Staff: Elizabeth Fine, liaison librarian, Health Sciences Libraries, University of Minnesota–Twin Cities, Minneapolis, MN.

Evidence-based Practice Interactive Storyboard Tutorial for Medical Students and Allied Health Professions: An Innovative Approach: Linda S. Murphy, health sciences librarian; Steve L. Clancy, AHIP, health sciences librarian; Reference Department, Science Library; Catherine Palmer, head, Education and Outreach, Library; University of California–Irvine.

Relevant Issues Section in conjunction with Pharmacy and Drug Information Section; Public Health/Health Administration Section; African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG: Health Information for Those Left Behind: Outreach and Services for the Disenfranchised, Marginalized, and Unconnected

Moderator: J. Dale Prince, AHIP, technology coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Baltimore, MD.

HeLP MN Seniors: An Evidence-based Health Literacy Program: Anne M. Beschnett, outreach librarian; Erinn E. Aspinall, special projects manager; Michelle Brasure, research fellow; Health Sciences Libraries, University of Minnesota–Minneapolis; Alisha Ellwood, partnership chair, Minnesota Health Literacy

Partnership–St. Paul; Pat Koppa, president, Public Health Consultants, Minneapolis, MN; Judith L. Rieke, project manager, Health Sciences Libraries, University of Minnesota–Minneapolis; Gin Wilhelmson, communications director, Boutwells Landing, Oak Park Heights, MN; Linda A. Watson, AHIP, FMLA, director, Health Sciences Libraries, University of Minnesota–Minneapolis.

Popular Theatre: Connecting Migrant/Seasonal Farmworkers with Health Information: Karin Hoffman, migrant program director, Migrant Services, Rural Medical Services, Parrottsville, TN; Rick Wallace, AHIP, assistant director; Nakia Cook, AHIP, clinical librarian; Quillen College of Medicine Library, East Tennessee State University–Johnson City.

The Evolution of the American Indian Health Portal through Community Connections: Laura Bartlett, technical information specialist, Outreach and Special Populations Branch, Specialized Information Services, National Library of Medicine, National Institutes of Health, Bethesda, MD; Judith L. Rieke, coordinator, American Indian Health User Group, National Library of Medicine, St. Paul, MN; Gale A. Dutcher, deputy associate director and branch chief (acting), Outreach and Special Populations, Specialized Information Services Division, National Library of Medicine, Bethesda, MD.

STARS and STRIPES: Creating Learning Opportunities to Spur Minority Students' Interest in Health Care Careers: Beverly Rossini, outreach/information resources librarian; Judy F. Burnham, AHIP, library director; Andrea Wright, technology and information resources librarian; Baugh Biomedical Library, University of South Alabama–Mobile.

Research Section in conjunction with Consumer and Patient Health Information Section, Federal Libraries Section, Health Association Libraries Section, Pharmacy and Drug Information Section, Relevant Issues Section, African American Medical Librarians Alliance SIG: Electronic Health Record and Librarians: Potential Roles and Opportunities for Information Research

Moderator: Diane G. Cooper, AHIP, informationist, NIH Library, National Institutes of Health, Bethesda, MD.

Electronic Health Record Implementation: Theresa Cullen, rear admiral, chief information officer, and director, Office of Information Technology, US Public Health Service, Indian Health Service, Albuquerque, NM.

Librarians and the Electronic Health Record: Sara Pimental, AHIP, senior consultant, Care Management Institute, Kaiser Permanente, Oakland, CA.

Connecting with Hospital Nurses Through MINE: Reflections on a New Method of Instruction: David C. Duggar, AHIP, reference librarian; Julia Esparza, AHIP, clinical medical librarian; Kimberly A. Pullen, head and liaison librarian; John Cyrus, assistant liaison librarian; Montie' L. Dobbins, AHIP, head, Access Services/Circulation; Mararia K. Adams, assistant director and head, Systems; Medical Library, Louisiana State University Health Sciences Center–Shreveport.

Reflecting on the Concept of Connecting Clinicians with Library Resources and Librarians through the Electronic Health Record System: Dixie A. Jones, AHIP, associate director; Julia Esparza, AHIP, clinical medical librarian; David C. Duggar, AHIP, reference librarian; Medical Library, Louisiana State University Health Sciences Center–Shreveport.

Consumers' Understanding of Medical Documents: Common Errors and Ways to Support Comprehension: Alla Keselman, social science analyst, Specialized Information Services, National Library of Medicine, Bethesda, MD; Catherine Arnott Smith, assistant professor, School of Library and Information Studies, University of Wisconsin–Madison; Prudence Dalrymple, AHIP, research and teaching professor, College of Information Science and Technology, Drexel University, Philadelphia, PA.

POSTER SESSIONS 1–3 AND LIGHTNING POSTER PRESENTATIONS 1–2

Posters were presented in three different time slots. Missing numbers were not presented. Lightning Posters, 5-minute presentations, took place in 3 different rooms on Sunday, May 23, 4:30 p.m.–6:00 p.m. and Monday, May 24, 4:15 p.m.–5:45 p.m. Poster abstracts are available at <http://www.mlanet.org/am/am2010/pdf/mla10_abstracts.pdf>. Many of the posters are online in the Poster Share application developed by Trapeze Media Solutions <http://posterexperience.com/mla/browse.php> (meeting registrants only).

Poster Presentations 1:
Sunday, May 23, 4:30 p.m.–6:00 p.m.

1) *The Student Work-study Program: How It Can Work for Your Library*: Robert T. Neumeyer, manager, The Brady Library of the Health Sciences & Archives, UPMC Mercy, Pittsburgh, PA.

2) *Working Outside the (Library) Box*: Mary Ann Slocomb, AHIP, director, Library Services AMC, Lifespan Library, Rhode Island Hospital/Lifespan–Providence; William Anger Jr., public services librarian, The Miriam Library, The Miriam Hospital, Providence, RI; Lisa Nadeau, Family Resource Center coordinator, Hasbro Hospital Family Resource Center, Rhode Island Hospital–Providence; Nancy Ross, public services librarian, Cardillo Health Sciences Library, Women & Infants Hospital, Providence, RI; Regina Swanson, systems librarian; Susan A. Warthman, AHIP, public services librarian; Peters Health Sciences Library, Rhode Island Hospital–Providence.

3) *Thinking Green While Promoting Health Literacy: Using a Refurbished Computer as Incentive to Attend a Health Information Computer Class*: Rebecca A. Birr, AHIP, library director; April Aguinaga, medical librarian; Health Sciences Library; Stacy Moreno, Family Learning Center coordinator; Marla Ruiz, family health coordinator; Family Learning Center; Lu Gendreau, director, Community Relations; Joaquin Rodriguez, training specialist, Education and Work-

force Development; Boni Lowney, program coordinator; Lorraine Brown, family advocate, Grants; Tom Brink, director, Information Technology Operations; Maricopa Integrated Health System, Phoenix, AZ; Kathryn Nakagawa, associate professor, Mary Lou Fulton College of Education, Arizona State University–Tempe.

4) *Healthy Connections for Consumers: National Library of Medicine Websites*: Kimberly A. Pullen, head, Liaison Librarian; Dee Jones, AHIP, head, Cataloging; Donna F. Timm, AHIP, head, User Education; Medical School Library, Louisiana State University Health Sciences Center–Shreveport.

5) *InfoRx Pilot Project Best Practice for Delivering Consumer Health Information*: Patricia Ulmer, AHIP, community health librarian, Community Health Library; Susan M. Robishaw, AHIP, assistant director, Health Sciences Library; Geisinger Medical Center, Danville, PA.

6) *An Outreach Tool for These Difficult Economic Times*: Merle Rosenzweig, librarian; Kate Saylor, librarian; Chrysta Meadowbrooke, graduate student; Anna E. Schnitzer, librarian; Health Sciences Libraries, University of Michigan–Ann Arbor.

7) *Health Sciences Professionals Who Became Librarians*: Rebecca Raszewski, AHIP, assistant information services librarian, Library of the Health Sciences, University of Illinois–Chicago.

8) *The Value of Hospital Libraries in New England*: H. Mark Goldstein, AHIP, network coordinator; Elaine R. Martin, director, National Network of Libraries of Medicine, New England Region; The Lamar Soutter Library, University of Massachusetts Medical School–Worcester.

9) *A Statewide Effort on Emergency Preparedness and Service Continuity*: Jie Li, AHIP, assistant director, Collection Management; Judy F. Burnham, AHIP, director; Biomedical Library, University of South Alabama–Mobile; Lisa A. Ennis, systems librarian, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

10) *Comparing and Contrasting Physical Therapy-related Article Tags from a Social Bookmarking Site to Library Database Terminology*: Dennis Fell, chair, Physical Therapy Department; Judy F. Burnham, AHIP, director, Biomedical Library; Kali Adams, student; Kelley Greathouse, student; Brittany Shaw, student; Physical Therapy Department; University of South Alabama–Mobile.

11) *Pursuing Unity: Combining Five Medical Library Websites into One*: Emily O. Molanphy, web services librarian, NYU Health Sciences Libraries, School of Medicine, New York University–New York; Christopher J. Evjy, digital services specialist, Library Innovation and Technology, Boulder Public Library, Boulder, CO.

12) *Using an Analytic Framework to Make Sense of Complex Search Requests*: Rose Relevo, AHIP, National Library of Medicine fellow, Department of Medical Informatics and Clinical Epidemiology, Oregon Health & Science University–Portland.

13) *P-Index: A New Method in Bibliometrics*: Stuart Spore, associate director, Systems, Health Sciences Libraries, New York University–New York.

14) *Snapshot of Digitization in Health Sciences Libraries: A Descriptive Survey*: Maureen (Molly) Knapp, AHIP, reference librarian and digital projects manager, Library, Louisiana State University Health Sciences Center–New Orleans.

15) *Multi-type Library Collaboration in the Creation of a Regional Community Health Website Using Web 2.0 Tools*: Joanne M. Muellenbach, AHIP, director, Medical Library, The Commonwealth Medical College, Scranton, PA; Rosemarie K. Taylor, AHIP, manager, Library Services; Linda Jones, medical librarian, Library Services; Wyoming Valley Health Care System, Wilkes-Barre, PA; Barbara Nanstiel, AHIP, pharmacy librarian, Nesbitt College of Pharmacy and Nursing, Wilkes University, Wilkes-Barre, PA; Elizabeth Brandreth, director, Library Services, Mercy Hospital, Scranton, PA.

16) *Changes over Time in Number of Journal Articles Read, Use of Information Resources, and Confidence in Critical Appraisal Skills for Resident Physicians*: Martha F. Earl, AHIP, assistant director; Cynthia J. Vaughn, AHIP, clinical information librarian; Preston Medical Library; Eric Heidel, graduate research assistant; Eddie Moore, professor and associate dean, Office of the Dean, Graduate School of Medicine; University of Tennessee–Knoxville.

18) *Evidence-based Practice Interactive Storyboard Tutorial for Medical Students and Allied Health Professions: An Innovative Approach*: Linda S. Murphy, health sciences librarian; Steve L. Clancy, AHIP, health sciences librarian; Reference Department, Science Library; Catherine Palmer, head, Education and Outreach, Library; University of California–Irvine.

19) *From Medical Librarian to Information Specialist: Reflections on an Unexpected Turn in the Path*: Andrea Lane, information specialist manager, BMJ Evidence Centre, BMJ Publishing Group, London, United Kingdom.

20) *Combining Usability Tools for Better Website Design: Card Sort and Survey*: Jill Foust, web manager/reference librarian; Gretchen Maxeiner, cataloging librarian; Frances Yarger, assistant director, Computing Services; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

21) *Science Boot Camp for Librarians: Educating Researchers Means Educating Ourselves*: Sally A. Gore, acting head, Research and Scholarly Communication Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester.

22) *Building Partnerships between Libraries and Community Emergency Management Personnel in South Carolina*: Felicia Yeh, AHIP, assistant director, Collections Management; Karen D. McMullen, head, Access Services; Ruth A. Riley, AHIP, director, Library Services; School of Medicine Library, School of Medicine, University of South Carolina–Columbia.

23) *Teaching Kids about Healthy Lifestyles through Stories and Games: Partnering with Public Libraries to Reach Local Children*: Deidra E. Woodson, metadata

and digitization librarian; Donna F. Timm, AHIP, head, User Education; Dee Jones, AHIP, head, Cataloging; Medical Library, Louisiana State University Health Sciences Center–Shreveport.

24) *Information Literacy in Public Health: A Program Evaluation*: Laura Cobus-Kuo, head librarian, Health Professions Library; Susan Cavanaugh, adjunct professor, Urban Public Health; Hunter College, New York, NY.

25) *Outside the Library Walls: A Unique Outreach to Nurses*: Sheila Hayes, AHIP, librarian, Knowledgebase Information Services, Paul E. Taylor Library, Portsmouth Regional Hospital, Portsmouth, NH.

26) *The Outreach Continuum: Expanding the Medical Librarian's Role*: Mary E. Piorun, AHIP, associate director; Jane Fama, AHIP, associate director; Elaine R. Martin, director; Lamar Soutter Library; Nancy La Pelle, adjunct assistant professor, Division of Preventive and Behavioral Medicine; University of Massachusetts Medical School–Worcester.

28) *Go Local Goes Faster: Expediting the Indexing and Auditing Processes*: Christie Silbajoris, AHIP, director, NC Health Info, Health Sciences Library; Jane Greenberg, professor, School of Information and Library Science; Nassib Nassar, senior research scientist; Michael Shoffner, senior research software engineer; Renaissance Computing Institute (RENCI); University of North Carolina–Chapel Hill.

30) *Evaluation of a Clinical Librarianship Program: A Prospective, Quantitative Study of the Impact of Librarian Morning Report Attendance on Clinical Decision Making and End User Search Satisfaction: A One-year Assessment*: Jonathan S. Young, library student, Information and Computer Sciences Department, Library and Information Science Program, University of Hawaii–Honolulu; Diane M. Kunichika, medical librarian; Walter R. Benavitz III, AHIP, medical librarian; Mabel A. Trafford, director; Medical Library, Tripler Medical Library, Tripler Army Medical Center, TAMC, HI.

31) *Preparing Our Libraries for the Next Generation*: Victoria H. Goode, clinical informationist, Welch Medical Library, Johns Hopkins University, Baltimore, MD.

32) *Librarians on Call: Virtual Reference Service*: Priscilla L. Stephenson, AHIP, chief, Library Service, Philadelphia VA Medical Center, Philadelphia, PA; Mary Virginia Taylor, chief librarian, Library Service, Memphis VA Medical Center, Memphis, TN.

33) *Reflecting on Our History: Digitizing Materials for Hospital Archives*: Margot G. Malachowski, outreach librarian, Health Sciences Library, Baystate Medical Center, Springfield, MA.

34) *Medical Librarian Employment in the Current Recession*: Evelyn W. Behar, metadata librarian, Health Sciences Libraries, School of Medicine, New York University–New York.

35) *Connections for Advocacy: Health Sciences Library Efforts in Rhode Island*: Barbara B. Davis, AHIP, librarian, Carnegie Abbey Health Sciences Library & Resource Center, Newport Hospital/Lifespan, Newport, RI.

37) *Connecting to the Professional Literature: Profile of Undergraduate Nursing Instruction*: Clare T. Leibfarth, reference and instruction librarian; Barbara F. Schloman, AHIP, associate dean, Public Services; University Libraries, Kent State University, Kent, OH.

38) *Editing Medical Taxonomies: Eliminating Ambiguity with Systematic Processes*: Marcy L. Brown, AHIP, senior semantic indexer, Semantics Department, Silverchair Science + Communications, Delmont, PA; Christine Dietrick, taxonomy manager, Semantics Department, Silverchair Science + Communications, Oakmont, PA.

39) *Observations about the Retraction of Biomedical Literature: An Analysis of Publications Cited in MEDLINE*: Kathleen Ann Amos, AHIP, adjunct assistant librarian/NLM associate fellow, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City; Lou Wave Snyder Knecht, deputy chief, Bibliographic Services Division, National Library of Medicine, Bethesda, MD.

Lightning Poster Presentations 1 (Cabinet): Sunday, May 23, 4:30 p.m.–6:00 p.m.

Moderator: Roberta Bronson Fitzpatrick, associate director, George F. Smith Library of the Health Sciences, University of Medicine and Dentistry of New Jersey–Newark.

Portals for Nurses: On Evidence and on Research: Angie Chapple-Sokol, health sciences librarian and nursing liaison, Dana Medical Library, University of Vermont–Burlington.

Is My Search Complete? The Capture Mark-Recapture Method (CMR) to Estimate the Number of Citations that Are Missing: Ann McKibbon, associate professor; Charlie Goldsmith, professor emeritus; Department of Clinical Epidemiology and Biostatistics, McMaster University Health Sciences, Hamilton, ON, Canada; Gale G. Hannigan, AHIP, medical informatics education librarian, Medical Sciences Library, Texas A&M University–College Station.

Web 2.0 Support for Resident and Fellows' Clinical and Educational Needs: Ann Whitney, head, Systems; Sherry Dodson, clinical medical librarian; Health Sciences Library, University of Washington–Seattle.

Enabling E-science: Helping Researchers Locate Bioinformatics Resources: Carrie L. Iwema, information specialist, Molecular Biology; Katrina Kurtz, HSLS biomedical informatics trainee; Ansuman Chattopadhyay, head, Molecular Biology Information Service; Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA.

Developing and Promoting a University Library's E-science Presence through an Interlibrary Collaborative Working Group: Jean C. Song, research and informatics coordinator; Marisa L. Conte, clinical and translational science liaison; Health Sciences Libraries, University of Michigan–Ann Arbor.

Transforming Reflection into Action: Decreasing Racial and Other Cultural Disparities by Enhancing Librarian Awareness of the Impact of Clinician Bias: James E. Anderson, physician assistant, Department of Ortho-

pedics and Sports Medicine, Seattle Children's Hospital, Seattle, WA.

Seizing the Power of the Systematic Review for the Development of a Health Literacy Curriculum: Marie T. Ascher, AHIP, head, Reference and Information Services; Deborah A. Crooke, reference librarian; Diana J. Cunningham, AHIP, associate dean and director; Health Sciences Library, New York Medical College–Valhalla.

An Analysis of Clinical Questions Asked at Professor Rounds: An Update: Nancy A. Bianchi, health sciences librarian, Dana Medical Library, University of Vermont–Burlington.

Health Impact of Wii: A Wiiview of the Literature: Sandra L. De Groote, AHIP, scholarly communications librarian, University Library, University of Illinois–Chicago; Mary Shultz, AHIP, health sciences librarian, Library of the Health Sciences-Urbana, University of Illinois–Chicago, Urbana, IL.

Doing More with Less: The Challenge of Supplying Evidence-based Searches to Multiple Products: Sarah L. Greenley, information specialist, BMJ Evidence Centre, BMJ Publishing Group, London, United Kingdom.

Development of an Open Source Tool to Support Literature Screening for Systematic Reviews: William Witteman, research associate, Toronto Health Economics and Technology Assessment Collaborative, University of Toronto, Toronto, ON, Canada; Marina F. Englesakis, information specialist, Library and Information Services, University Health Network, Toronto, ON, Canada; Holly Witteman, research fellow, Medicine, University of Michigan–Ann Arbor; Murray Krahn, director, Toronto Health Economics and Technology Assessment Collaborative, University of Toronto, Toronto, ON, Canada.

Lightning Poster Presentations 1 (Georgetown East): Sunday, May 23, 4:30 p.m.–6:00 p.m.

Moderator: Kelly Gonzalez, AHIP, deputy director, Library, University of Texas Southwestern Medical Center–Dallas.

Medical Library at a Distance: Collaborating with a Medical School in Opening Expansion Sites: Abraham Wheeler, AHIP, health sciences librarian; Susan Kendall, health sciences coordinator; Michigan State University Libraries, Michigan State University–East Lansing.

An Instruction Decision Making Strategy in Public Services: When Do We Stop Teaching?: Amy J. Chatfield, health and life sciences librarian; Tania P. Bardyn, AHIP, associate director, Public Services; Research, Instruction, and Collection Services, Louise M. Darling Biomedical Library, University of California–Los Angeles.

Global Health Information Needs: The Eritrean Experience: Anne M. Linton, AHIP, director; Alexandra W. Gomes, AHIP, associate director; Himmelfarb Health Sciences Library, The George Washington University Medical Center, Washington, DC.

Connecting with the Library School Community: Reflections on the New Jersey Experience: Catherine

Mary Boss, AHIP, coordinator, Library Services, Booker Health Sciences Library, Jersey Shore University Medical Center, Neptune, NJ; Keydi Boss O'Hagan, AHIP, librarian, Medical Staff Library and School of Nursing Library, Holy Name Medical Center, Teaneck, NJ.

Can Hospital Librarians Demonstrate Internal Revenue Service–mandated Community Benefit for Their Nonprofit Organizations? Reflecting on Value Provided and Connecting the Hospital Library to Community Benefit: Christine Chastain-Warheit, AHIP, director, Medical Libraries; Barbara J. Henry, AHIP, community health librarian; Medical Libraries, Christiana Care Health System, Newark, DE.

Key Competencies for Entry-level Academic Health Sciences Librarians: Results of a Pilot Delphi Study: Jodi L. Philbrick, course coordinator, Health Informatics Program, Department of Library and Information Sciences, University of North Texas–Denton.

Jumping Ship: One Health Science Library's Voyage from a Proprietary Integrated Library System to Open Source: Latrina Keith, technical services librarian; Lisa Genoese, electronic resources librarian; Library, New York Academy of Medicine–New York.

Collaborative Teaching: Bridging Geography and Organizations: Marci Brandenburg, biosciences informationist, NCI Scientific Library, Wilson Information Services Corporation/National Cancer Institute, Frederick, MD; Jean C. Song, senior associate librarian, Health Sciences Libraries, University of Michigan–Ann Arbor.

Passport to Excellence: A Training Program to Encourage Active Learning: Margaret E. Henderson, research services librarian; Kristine M. Hughes, education services librarian; Teresa L. Knott, AHIP, director, Tompkins-McCaw Library, and associate university librarian; Mary Jane Green, library specialist; Tompkins-McCaw Health Sciences Library, Virginia Commonwealth University–Richmond.

The Librarian in the Mirror: How to Obtain and Maintain Visibility Throughout Your Career: Michael S. Fitts, assistant director, Access and Document Delivery Services, and assistant professor; Sylvia McAphee, AHIP, serials librarian/instructor; Paul Mussleman, reference librarian/instructor; Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

Utilizing Web 2.0 Tools to Improve Efficiency and Connect with Staff and Volunteers at the University of Michigan Health System Cancer Center and Cardiovascular Center Resource Centers: Ruti Volk, AHIP, librarian, Patient Education Resource Center and Wellness Resource Center, University of Michigan Health System–Ann Arbor.

Global Access to Health Information: The Project Medical Library in Malawi: Susan Swogger, collections development librarian, Health Sciences Library; Mamie Sackey Harris, Africa programs manager; Myron S. Cohen, director, UNC Institute for Global Health and Infectious Diseases; Irving Hoffman, director, International Operations, Center for Infectious Diseases; University of North Carolina–Chapel Hill;

Bernard Chilombe, librarian, UNC Project Library; Innocent Mofolo, UNC project administrator; Francis Martinson, UNC project director, UNC Project Malawi; University of North Carolina Project Malawi, Lilongwe, Malawi.

Lightning Poster Presentations 1 (Jefferson West): Sunday, May 23, 4:30 p.m.–6:00 p.m.

Moderator: Chris Shaffer, AHIP, university librarian and associate professor, Library, Oregon Health & Science University–Portland.

Clinicians on the Go: Creating an Effective Mobile Strategy for Delivering Medical Library Services: Alexandra Sarkozy, reference librarian; Sarah Jewell, reference librarian; Donna Gibson, director, Library Services; MSKCC Library, Memorial Sloan-Kettering Cancer Center, New York, NY.

Information Disconnect: Gray Literature Challenges Experienced by Disaster and Emergency Responders: Alicia Livinski, biomedical librarian/informationist, NIH Library, National Institutes of Health, Bethesda, MD; Alison Rollins, reference and instructional librarian; Linda Spitzer, chief, Reference and Interlibrary Loan; James A. Zimble Learning Resource Center, Uniformed Services University of the Health Sciences, Bethesda, MD; Nancy Terry, informationist, NIH Library, National Institutes of Health, Bethesda, MD.

Integration of Library Resources and Services for Nursing Using the ANGEL Course Management System: Heidi M. Schroeder, AHIP, health sciences librarian, Michigan State University Libraries, Michigan State University–East Lansing.

Patient Safety Answers Require Outreach, In-reach, and Partnerships: Holly Ann Burt, outreach and exhibits coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago.

Building a Translational Health Sciences Researcher Toolkit: Joanne Rich, information management librarian, Health Sciences Library; Monica E. Jarrett, professor, Biobehavioral Nursing and Health Systems, School of Nursing; Janet G. Schnall, AHIP, information management librarian, Health Sciences Library; Mandy Vick, research compliance monitor, School of Medicine; Leilani St. Anna, AHIP, information management librarian; Ann Whitney, head, Systems, Health Sciences Libraries; Health Sciences Library; University of Washington–Seattle.

Creative Partnerships: Fellowship Program Enables Health Literacy Initiative at a Large Urban Teaching Hospital: Judith S. Cohn, associate vice president, Scholarly Information, University Libraries; Margaret Savage, health literacy fellow; Richard Zule Mbewe, health literacy fellow; Global Health Corps; University of Medicine and Dentistry of New Jersey–Newark.

A Collaborative Library Partnership for Promoting Genetic Literacy in the Community: Lisa Chow, librarian, Brooklyn Public Library, Brooklyn, NY; Doris Withers, professor, Biology and Education, Medgar Evers College, The City University of New York, Brooklyn, NY; Angeli Rasbury, youth services community and partnerships associate; Maxine Cooper, consumer health librarian; Brooklyn Public Library, Brooklyn, NY.

Assessing and Meeting the Clinical Information Needs of Rural Health Care Providers: Marianne Burke, AHIP, director; Claire LaForce, AHIP, librarian; Dana Medical Library, University of Vermont–Burlington.

Creation and Pilot #1 of a Learning Objects Repository: Connecting Faculty and Students to Context-based Library Learning Objects for Online Course Management Environments to Support Teaching and Learning: Marie K. Saimbert, information and education librarian, Information and Education, George F. Smith Library of the Health Sciences, University of Medicine and Dentistry of New Jersey–Newark; Janette (Jenny) Pierce, public services librarian, Public Services, Health Sciences Library at Stratford, University of Medicine and Dentistry of New Jersey–Stratford; Judith S. Cohn, associate vice president, Scholarly Information, and university librarian; Roberta Bronson Fitzpatrick, associate director; George F. Smith Library of the Health Sciences; Timothy A. Cole, web course designer and trainer, Information Systems and Technologies; Margaret (Peggy) Dreker, information and education librarian, Information and Education; Anna Huang, user support specialist, Media and Microcomputer Center; University of Medicine and Dentistry of New Jersey–Newark.

Changing How the Medical Library Is Used: From Book Depository to Conference, Training, and Outreach Central: Mary Lou Glazer, AHIP, chief, Medical Library, Department of Veterans Affairs, Northport, NY.

Advancing Patient-centered Care: A Collaborative Effort between the Clinical Medical Librarian and the Consumer Health Librarian: Patricia Mongelia, education and outreach librarian, Weill Cornell Medical Library; Rhonda J. Allard, manager, Myra Mahon Patient Resource Center; Weill Cornell Medical College, New York, NY.

Health Literacy Missouri: A Collaborative Statewide Approach to Addressing Health Literacy: Susan Centner, director, Missouri Area Health Education Centers Digital Library–Rolla; Arthur Culbert, executive director, Health Literacy Missouri–St Louis; Deborah Ward, AHIP, director, J. Otto Lottes Health Science Library, University of Missouri–Columbia; Sherri Hinrichs, director, Southeast Missouri Area Health Education Center–Poplar Bluff; Stan Hudson, project director, Center for Health Policy, University of Missouri–Columbia.

Poster Presentations 2: Monday, May 24, 4:15 p.m.–5:45 p.m.

1) *Connecting with Public Health Librarians: We're aTwitter about Social Networking*: Melissa L. Rethlefsen, AHIP, education technology librarian, Mayo Clinic Libraries, College of Medicine, Mayo Clinic, Rochester, MN; Emily Vardell, community engagement librarian and collections liaison, Louis Calder Memo-

rial Library, Miller School of Medicine, University of Miami, Miami, FL.

2) *Information Processing: Assessing the Skills and Competencies of Incoming Medical Students*: Mia S. White, AHIP, reference librarian; Anna Getselman, associate director; Woodruff Health Sciences Center Library, Emory University, Atlanta, GA.

3) *Nurses at the Wheel: Connecting to Customized Nursing Information Resources for Use in the Patient Care Setting*: Roberta Bronson Fitzpatrick, associate director; Yini Zhu, head, Access Services; Anna Huang, user support specialist; George F. Smith Library of the Health Sciences, University of Medicine and Dentistry of New Jersey–Newark.

4) *Frontera Collaboration: Promoting Evidence-based Practice in the US-Mexico Border Region*: Keith W. Cogdill, AHIP, director, South Texas Regional Information Services; Kathleen Carter, librarian; Graciela G. Reyna, assistant director, Ramirez Library; UTHSC-SA Libraries, University of Texas Health Science Center–San Antonio; Lorely Ambriz, information and knowledge management advisor, Pan American Health Organization (PAHO), PAHO United States-Mexico Border Office, El Paso, TX; Barbara Nail-Chiwetalu, distance services coordinator, Health Sciences Library and Informatics Center, The University of New Mexico–Albuquerque; Annabelle Nuñez, liaison librarian, Information Services/College of Public Health; Jeanette Ryan, AHIP, deputy director; Arizona Health Sciences Library, University of Arizona–Tucson; Patricia Ciejka, administrative director, Library Services; Brett Kirkpatrick, associate vice president, Academic Resources, and director, Libraries; Julie Trumble, head, Reference and Educational Services; Moody Medical Library, The University of Texas Medical Branch–Galveston.

5) *Core Competencies for Disaster Information Specialists*: Cynthia B. Love, technical information specialist; Elizabeth F. Norton, librarian, Disaster Information Management Research Center; Specialized Information Services Division, National Library of Medicine, Bethesda, MD.

6) *Librarian Participation in Interprofessional Health Professions Education*: Heather McEwen, reference librarian, Ocasek Medical Library; Susan P. Bruce, chair and associate professor, Pharmacy Practice, Department of Pharmacy Practice; John Sutton, director, Longitudinal Curriculum, and associate professor, Family Medicine, Colleges of Medicine and Pharmacy; Northeastern Ohio Universities–Rootstown.

7) *Revisioning the Library: Adapting Organizational Structure to a Changing Information Landscape*: Robert Engeszer, associate director, Translational Research Support; Kristi L. Holmes, bioinformaticist; Judy Hansen, consumer health librarian; William Olmstadt, AHIP, public health librarian; Cathy Sarli, AHIP, scholarly communications specialist; Lili Wang, bioinformaticist; Robert Altman, web developer; Becker Medical Library, School of Medicine, Washington University in St. Louis, St. Louis, MO.

8) *Analyzing Disaster Health Information Sources: A Snapshot in Time*: Elizabeth F. Norton, librarian; Cynthia B. Love, technical information specialist; Stacey J. Arnesen, head, Office of the Disaster Information Management Research Center, Disaster Information Management Research Center; Specialized Information Services, National Library of Medicine, Bethesda, MD.

9) *How to Connect: Reflections on a Library's Order and Disorder*: Jeanne M. Le Ber, education services; Kathleen Ann Amos, AHIP, adjunct assistant librarian; Joan M. Marcotte Gregory, AHIP, information resources librarian; Nancy Lombardo, information technology librarian; Mary McFarland, reference associate; Jean P. Shipman, AHIP, FMLA, director; Joan M. Stoddart, AHIP, deputy director; Todd Vandenbark, web services librarian; Alice Weber, collection development; Mary E. Youngkin, head, Public Services; Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City.

10) *Assessment of Information-processing Skills in a Graduate Medical Education Program*: Amy E. Allison, AHIP, clinical informationist; Anna Getselman, associate director; Woodruff Health Sciences Center, Emory University, Atlanta, GA.

11) *A Comparison of 21st Century Medical Libraries: Four Models across Four Time Frames*: Joanne M. Muellenbach, AHIP, director, Medical Library, The Commonwealth Medical College, Scranton, PA; Jacqueline D. Doyle, AHIP, FMLA, director, Arizona Health Sciences Library-Phoenix, College of Medicine, University of Arizona–Phoenix; Barbara Shearer, AHIP, library director, Charlotte Edwards Maguire Medical Library, College of Medicine, Florida State University–Tallahassee; Virginia Tanji, director, Health Sciences Library, School of Medicine, University of Hawaii–Manoa, Honolulu, HI.

12) *Developing a Library Blog: Sustaining a Rich and Dynamic Communication Channel for Our User Community*: Donna Gibson, director, Library Services; Christine Beardsley, librarian, Document Delivery Services; Mary DeJong, electronic resources librarian; Amy Draemel, supervisor, Document Delivery Services; Marisol Hernandez, senior reference librarian; Sarah Jewell, reference librarian; Hong Jing, associate librarian, Technology Initiatives; Mark D. Monakey, associate librarian, Content Management; Eric Muzzy, programmer analyst, Virtual Library Services; Alexandra Sarkozy, reference librarian; Isabel Sulimanoff, AHIP, senior reference librarian; MSKCC Library, Memorial Sloan-Kettering Cancer Center, New York, NY; Stephanie Margolin, consulting digital librarian, New York, NY.

13) *Clinical Medical Librarian Program: The Memorial Sloan-Kettering Cancer Center (MSKCC) Experience*: Isabel Sulimanoff, AHIP, senior reference librarian; Marisol Hernandez, senior reference librarian; Donna Gibson, director, Library Services; MSKCC Library, Memorial Sloan-Kettering Cancer Center, New York, NY.

14) *Connecting with Our International Colleagues: The Development of the Web-based International Directory of*

Veterinary Medical and Related Libraries: Vicki F. Croft, AHIP, head, Animal Health Library, Washington State University–Pullman; Alison M. Bobal, AHIP, life sciences librarian, Valley Library, Oregon State University–Corvallis; C. Trenton Boyd, AHIP, head, Veterinary Medical Library, University of Missouri–Columbia; Susanne K. Whitaker, AHIP, reference/collection development librarian, Flower-Sprecher Veterinary Library, Cornell University, Ithaca, NY.

15) *Consumer Health Information Outreach: Training Public Library Staff*: Anne M. Beschnett, outreach librarian; Michelle Brasure, research fellow; Karla Block, Go Local librarian; Health Sciences Libraries, University of Minnesota–Minneapolis; Jennifer Hootman, reference services coordinator, Minitex, Minneapolis, MN.

16) *Using Web Logs to Find Similarities in Medical Specialties in Quantity of Online Resource Usage*: Suzanne P. Nagy, AHIP, web development librarian, Maguire Medical Library, College of Medicine, Florida State University–Tallahassee.

17) *Reflecting and Connecting through Change and Technology: Undergraduate Genetics at the University of Florida*: Michele R. Tennant, AHIP, bioinformatics librarian and assistant director, Reference, Education and Information Management, Health Science Center Libraries; Michael M. Miyamoto, professor, Department of Biology; Martine G. Horrell, graphics artist, Health Science Center Libraries; University of Florida–Gainesville.

18) *Participation in a Curriculum Enhancement Grant: Partnership with Bioinformatics Faculty*: Douglas L. Varner, AHIP, associate director/chief biomedical informationist, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC.

19) *Reflecting on Collection Policies in a Changing Environment*: C. Steven Douglas, AHIP, head (acting), Collection Management; Debra Berlanstein, AHIP, head, Reference and Research Services; Jaime Friel Blanck, AHIP, liaison and outreach services librarian; Ryan Harris, AHIP, reference and research services librarian; Robin Klein, digital resources librarian; Alexa A. Mayo, AHIP, associate director, Services; Health Sciences and Human Services Library, University of Maryland–Baltimore.

20) *Mapping the Vision Science Literature*: Maureen M. Watson, AHIP, optometry librarian, College of Optometry, Ferris State University, Big Rapids, MI; Judith S. Young, librarian, Dixon Library, School of Nursing, Abington Memorial Hospital Dixon, Willow Grove, PA; Gale A. Oren, AHIP, librarian, Kellogg Eye Center, Henderson Library, University of Michigan–Ann Arbor; D. J. Matthews, director, Library Services, M. B. Ketchum Memorial Library, Southern California College of Optometry–Fullerton; Elaine Wells, AHIP, library director, Harold Kohn Vision Science Library, College of Optometry, State University of New York–New York; Cindy Hutchison, director, Library Services, Library, New England College of Optometry, Boston, MA; Rosemary Gordon, assistant director; Nancy Galtlin, emeritus librarian, Library, Southern College of Optometry,

Memphis, TN; Jackie Stapleton, liaison librarian, Library, University of Waterloo, Waterloo, ON, Canada; Douglas Freeman, head librarian, Optometry Library, Indiana University–Bloomington.

21) *Toothbrushes, Posters, and Teeth, Oh My!: Library Support for a Dental Public Health Course*: Tracey Hughes, instructional resources librarian, School of Dentistry, University of Missouri–Kansas City.

22) *Browser Settings for Directly Exporting PubMed Citations to EndNote*: Susan London, electronic education coordinator; Carole Gall, AHIP, medical resources consultant; Osmun Gurdal, director, Educational Technology; Ruth Lilly Medical Library, Indiana University–Indianapolis.

23) *Using MedlinePlus for Condition-specific Patient Education in Outpatient Clinics*: Caryn L. Scoville, information services librarian, J. Otto Lottes Health Sciences Library; Robert Hodge, professor; Emily Coberly, assistant professor; William Steinmann, professor; Adam Cullina, business technology analyst-expert; Rebecca Chitima-Matsiga, research assistant; Mayank Mittal, medical resident, Internal Medicine; Suzanne Boren, assistant professor, Health Management and Informatics; J. Wade Davis, assistant professor, Biostatistics; Bin Ge, statistician, Medical Research; University of Missouri–Columbia.

24) *Partnering to Develop a Tribal Consumer Health Information Center*: Gale A. Dutcher, deputy associate director, Division of Specialized Information Services, National Library of Medicine, Bethesda, MD; Carolyn Hill, vice president, Computercraft Corporation, McLean, VA.

25) *Reflecting on Quiz Placement in Online Tutorials*: Amy E. Blevins, education and instructional technology librarian; Megan E. Besaw, liaison, College of Allied Health Sciences; William E. Laupus Health Sciences Library, East Carolina University, Greenville, NC.

26) *Connecting with Faculty to Define the Role of Librarians in the Systematic Review Process*: Mark Berendsen, education librarian, Galter Health Sciences Library, Northwestern University, Chicago, IL; Kristin Hitchcock, AHIP, medical research librarian, Research Department Library, American Academy of Orthopaedic Surgeons, Rosemont, IL.

27) *Making Connections: Wellness@Work*: Patricia May, director, Library Services; Eleanor B. Silverman, AHIP, medical librarian; Madeleine M. Taylor, medical librarian; Christopher Duffy, medical library assistant; Health Sciences Library, St. Joseph's Healthcare System, Paterson, NJ.

28) *Where in Maryland Is the Health Sciences and Human Services Library?*: Meredith I. Solomon, outreach librarian; Paula G. Raimondo, AHIP, head; Liaison and Outreach Services, Health Sciences and Human Services Library, University of Maryland–Baltimore.

29) *VIVO: A Resource for Research Discovery at the Local and National Level*: Kristi L. Holmes, bioinformaticist, Bernard Becker Medical Library, School of Medicine, Washington University in St. Louis, St. Louis, MO; Michele R. Tennant, AHIP, assistant direc-

tor, Reference, Education, and Information Management, and bioinformatics librarian, Health Science Center Libraries and UF Genetics Institute; Chris Barnes, development manager, Clinical and Translational Research Informatics Program (CTRIP); University of Florida–Gainesville; Nicholas Cappadona, interface designer; Brian D. Caruso, programmer; Jonathan Corson-Rikert, head, Information Technology Services; Albert R. Mann Library, Cornell University, Ithaca, NY; Valrie I. Davis, outreach librarian, Agricultural Sciences, Marston Science Library, University of Florida–Gainesville; Medha H. Devare, bioinformatics and life sciences librarian, Albert R. Mann Library, Cornell University, Ithaca, NY; Chris Haines, developer, CTRIP, University of Florida–Gainesville; Dean B. Krafft, chief technology strategist, Cornell University Library, Cornell University, Ithaca, NY; Yang Li, development team leader, CTRIP, University of Florida–Gainesville; Brian J. Lowe, programmer, Albert R. Mann Library, Cornell University, Ithaca, NY; Narayan Raum, development team leader, CTRIP, University of Florida–Gainesville; Sara Russell Gonzalez, physical sciences librarian, Marston Science Library; Stephen V. Williams, IT expert and systems support, CTRIP; Mike Conlon, principal investigator and interim director, Biomedical Informatics; University of Florida–Gainesville; VIVO Collaboration, Gainesville, FL.

30) *Using Citation Analysis to Assess the Impact of Biomedical Informatics Research*: Kathleen Ann Amos, AHIP, adjunct assistant librarian/NLM associate fellow, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City.

31) *Connecting to Our Community: Extending Librarians' Roles through Collaboration*: Alexandra W. Gomes, AHIP, associate director, Technology and Curriculum; Elizabeth Palena Hall, web services coordinator; Laura Abate, electronic resources and instructional librarian; Elaine Sullo, AHIP, coordinator, Information and Instructional Services; Cynthia Kahn, AHIP, reference/instructional librarian; Himmelfarb Library, George Washington University Medical Center, Washington, DC.

32) *Incorporating Technology to Improve a Library Continuity of Service Plan in the Event of Emergencies and Natural Disasters*: Gediminas (Geddy) Paulaitis, AHIP, director, Access Services and Biomedical Communications; David Goolabsingh, systems librarian; Louis Calder Memorial Library, University of Miami, Miami, FL.

33) *Reflections on Lost Space: A Chance to Reconnect to the Community*: Patricia L. Thibodeau, AHIP, FMLA, associate dean, Library Services; Richard A. Peterson, AHIP, deputy director; Karen S. Grigg, AHIP, associate director, Collection Services; Emma Cryer, electronic resources and serials manager; Virginia R. M. Carden, AHIP, administrative research librarian; Beverly Murphy, AHIP, assistant director, Marketing and Publications; Duke Medical Center Library and Archives, Duke University, Durham, NC.

34) *How Ya Gonna Keep Em Down …?*: Dennis A. Pernotto, head, Program Evaluation/Special Projects;

Mararia K. Adams, assistant director, Systems; Montie' L. Dobbins, AHIP, head, Access Services/Circulation; Deidra E. Woodson, metadata and digitization librarian; Marianne Comegys, chair, Department of Medical Library Science; Health Sciences Library, Louisiana State University Health Sciences Center–Shreveport.

35) *Comparing the Informationist to the Traditional Medical Librarian Using a Logic Model*: Diane G. Cooper, AHIP, informationist, Division of Library Services, National Institutes of Health, Bethesda, MD.

36) *Let the Students Choose! Delivering PubMed Evidence-based Medicine Instruction in a Variety of Formats*: Erika L. Sevetson, senior academic librarian; Christopher Hooper-Lane, AHIP, senior academic librarian; Ebling Library, University of Wisconsin–Madison.

37) *Creating Connections: Information Literacy in the Clinical Curriculum*: Linda C. O'Dwyer, communications coordinator and education librarian; Stephanie C. Kerns, head, Education and Outreach, and curriculum librarian; Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL.

38) *Development of Clinical Site Libraries for Third- and Fourth-year Medical Students on Rotation*: Elaine G. Powers, director, Library Services, VCOM Library, Edward Via College of Osteopathic Medicine, Blacksburg, VA.

39) *Customizing the Health Resource Center Model for a 21st Century Hospital: One Year Later*: Nancy Calabretta, medical librarian; Marita B. Malone, medical librarian; Barbara Miller, library director; Susan K. Cavanaugh, medical librarian; Betty Jean Swartz, medical librarian; University of Medicine and Dentistry of New Jersey Camden Campus Library, Cooper University Hospital, Camden, NJ.

40) *The Power of Partnership: Implementing and Evaluating a Restructured Liaison Program*: Marie T. Ascher, AHIP, head, Reference and Information Services; Diana J. Cunningham, AHIP, associate dean and director; Health Sciences Library, New York Medical College–Valhalla.

Lightning Poster Presentations 2 (Jefferson West): Monday, May 24, 4:15 p.m.–5:45 p.m.

Moderator: Chris Shaffer, AHIP, university librarian and associate professor, Library, Oregon Health & Science University–Portland.

Incorporating Evidence, Guidelines, Consensus, and Advice into a Bedside Clinical E-resource: Adding Value to Our Evidence-based Resources: Andrea Lane, information specialist manager; Olwen Beaven, deputy information specialist manager; BMJ Evidence Centre, BMJ Publishing Group, London, United Kingdom.

Assessment of Biomedical and Science Librarian E-science Learner and User Needs to Develop an E-science Web Portal and Support Library and Institutional E-science Initiatives and Collaborations: Andrew T. Creamer, graduate student; Myrna Morales, graduate

student; Graduate School of Library and Information Science, Simmons College, Cambridge, MA.

Developing an E-science Portal for Librarians to Support Learning and Collaboration: Donna Kafel, project coordinator, National Network of Libraries of Medicine, New England Region, University of Massachusetts Medical School–Shrewsbury.

Marketing Open Access to Everyone: Emma Cryer, electronic resources and serials manager, Serials; Karen S. Grigg, AHIP, associate director, Collection Services and Collection Development; Patricia L. Thibodeau, AHIP, FMLA, associate dean, Library Services; Richard A. Peterson, AHIP, deputy director; Virginia R. M. Carden, AHIP, administrative research librarian; Beverly Murphy, AHIP, assistant director, Marketing and Publications; Adonna Thompson, assistant director and archives librarian, Research, Outreach, and Education; Duke University Medical Center Library and Archives, Duke University, Durham, NC.

Article of the Future: John Carey, reference/instruction librarian, Library, Hunter College, New York, NY.

Consortia and Journal Package Renewal: The Death Knell of the ''Big Package Deal?'': Karen S. Grigg, associate director, Collection Development Services; Emma Cryer, electronic resources and serials manager, Journal Services; Duke University Medical Center Library, Duke University, Durham, NC.

Conducting a Journal Assessment Project Using Microsoft Access to Obtain Faculty Input and Promote the Creation of a Cost-effective Journal Collection: Yvonne Lee, collection and interlibrary loan coordinator; Laura Abate, electronic resources and instructional librarian; Steven W. Brown, serials and systems librarian; Kathe S. Obrig, associate director, Collections and Access Services; George Paul, head, Collection Development; Lionel Williams, serials manager; Semhar Yohannes, library specialist; Himmelfarb Health Sciences Library, George Washington University, Washington, DC.

The Role of the Colorado Medical Community in the Formation of the Medical Library Association: Lilian Hoffecker, research librarian; Adelaide Fletcher, AHIP, information, research and outreach librarian; Health Sciences Library, University of Colorado–Denver, Aurora, CO.

Do We Need Third-party PubMed/MEDLINE Tools?: Margaret E. Henderson, research services librarian, Tompkins-McCaw Health Sciences Library, Virginia Commonwealth University–Richmond.

Assessing Institutional Compliance with the National Institutes of Health Public Access Policy: Marisa L. Conte, clinical and translational science liaison; Jean C. Song, research and informatics coordinator; Health Sciences Libraries, University of Michigan–Ann Arbor.

Library Support for the Experimental Medical Studies Program: Strengthening Ties to a Small Population: Michele Malloy, research support coordinator, Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC.

Virtual Embedding: Where Have We Been, Where Are We Going?: Susan Fowler, medical librarian, Becker Medical Library, Washington University, St. Louis, MO; Christina L. Wissinger, clinical informationist, Welch Medical Library, Johns Hopkins Medical Institutions, Baltimore, MD.

Lightning Poster Presentations 2 (Georgetown East): Monday, May 24, 4:15 p.m.–5:45 p.m.

Moderator: J. Dale Prince, AHIP, technology coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Health Sciences and Human Services Library, University of Maryland–Baltimore.

Introducing Yahoo Pipe and Really Simple Syndication (RSS) Feeds to Faculty and Journal Clubs: Andre J. Nault, head librarian and adjunct assistant professor, Veterinary Clinical Sciences, Veterinary Medical Library; Sheila M. F. Torres, associate professor, Veterinary Clinical Sciences; University of Minnesota–St. Paul.

Portrait of a Nursing Student: Review of the Psychology Literature and Implications for Liaison Librarians: Angela D. Hamilton, adjunct librarian, Steacie Science and Engineering Library, York University, Toronto, ON, Canada; Elena Prigoda Springall, instruction and liaison librarian, Gerstein Science Information Centre, University of Toronto, Toronto, ON, Canada.

Resident Familiarity with Evidence-based Medicine Concepts and Lessons Learned from Shadowing Clinical Rounds: Clista Clanton, AHIP, education coordinator, Baugh Biomedical Library; Rosina Connelly, assistant professor, Pediatric and Adolescent Medicine; University of South Alabama–Mobile.

Successful Integration of Visual Diagnostic Decision Support System into a Dermatology Curriculum: Elizabeth R. Lorbeer, AHIP, associate director, Content Management; Lisa A. Ennis, systems librarian; Nicole Mitchell, AHIP, reference librarian; Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

Fourth Binational Conference for Promotores de Salud: A Librarian and Community Partnership: Graciela G. Reyna, assistant director, Mario E. Ramirez M.D. Library; Kathleen Carter, librarian, Medical Library, Regional Academic Health Center; University of Texas Health Science Center–San Antonio, Harlingen, TX; Keith W. Cogdill, AHIP, director, South Texas Regional Information Services; Rajia Tobia, AHIP, executive director; Medical Library, University of Texas Health Science Center–San Antonio.

Reflections about Teaching Evidence-based Medicine: Helen-Ann Brown Epstein, AHIP, head, Education and Outreach; Patricia Mongelia, education and outreach librarian; Diana Delgado, AHIP, acting associate director, Public Services, and head, Information and Access Services; Paul Albert, digital services librarian; Weill Cornell Medical Library, Weill Cornell Medical College, New York, NY.

Do Students in the Health Sciences Need Help with Writing? Results of a Library-based Writing Center Pilot Program: Judith S. Cohn, associate vice president,

Scholarly Information, University Libraries; Roberta Bronson Fitzpatrick, associate director, George F. Smith Library of the Health Sciences; Laura P. Barrett, AHIP, informatics librarian, University Libraries; University of Medicine and Dentistry of New Jersey–Newark.

Developing and Testing a Grading Rubric to Assess Students' Evidence-based Practice Search Skills: The Experience of a Cross-institutional Collaborative Instruction Team: Leonard Levin, AHIP, acting head, Education and Clinical Services, Lamar Soutter Library, University of Massachusetts Medical School–Worcester; Irena Dryankova-Bond, Worcester Campus librarian, Blais Family Library; Alice Gardner, associate professor, Pharmaceutical Sciences; Monina Lahoz, associate professor, Pharmacy Administration, Pharmaceutical Sciences-Worcester/Manchester; Massachusetts College of Pharmacy and Health Sciences–Worcester.

The Laptop Librarian: Bringing Librarians to the Research Lab: Marci Brandenburg, biosciences informationist; Tracie Frederick, technology informationist; Alan Doss, chemical sciences informationist; NCI Scientific Library, Wilson Information Services Corporation/National Cancer Institute, Frederick, MD.

Making Sense of Breast and Ovarian Cancer in Theory and Practice: Online Information Seeking by First-degree Relatives, Survivors, and Others: Peggy Gross, graduate student, Library Science, University of Illinois–Urbana-Champaign, Minnetrista, MN.

Shifting the Focus from Viewer to Learner: A Framework for Incorporating Active Learning into Online Library Tutorials in Academic Health Sciences Libraries: Thane Chambers, research librarian, J. W. Scott Health Sciences Library, University of Alberta–Edmonton, Canada.

Lightning Poster Presentations 2 (Cabinet):
Monday, May 24, 4:15 p.m.–5:45 p.m.

Moderator: Kelly Gonzalez, AHIP, deputy director, Library, University of Texas Southwestern Medical Center–Dallas.

Connection with Students: The Usability of Virtual Nephron Simulation as a Tool for Medical Education: Holly Phillips, AHIP, resource access and delivery coordinator, Health Science Library and Informatics Center, University of New Mexico–Albuquerque.

Using Interactive Teaching Devices to Prompt Student Interest: Joe Pozdol, medical information specialist, Educational and Research Services, Norris Medical Library, University of Southern California–Los Angeles.

Reflecting on Email and Chat Connections: A Qualitative Evaluation of Two Online Reference Services: John D. Jones Jr., head, Information, Research and Outreach, Health Sciences Library, Anschutz Medical Campus, University of Colorado–Denver, Aurora, CO; Natalie J. Mitchell, master of library and information science candidate, Morgridge College of Education, University of Denver, Denver, CO.

Between the Covers: Hosting a Book Club to Make Virtual and In-person Connections: Karen Sorensen,

reference librarian; Karen Laul, cataloger; Rachel Schwartz, reference librarian; Aurelia Minuti, head, Reference and Educational Services; Racheline Habousha, head, Public Services; Nancy Glassman, AHIP, reference librarian; D. Samuel Gottesman Library, Albert Einstein College of Medicine, Bronx, NY.

The Smart Phone in Medicine: Creating a Mobile Accessible Website for Clinical Practice: Kathryn A. Summey, public services librarian; Marina Salcedo, technology services librarian; Borland Library, University of Florida–Jacksonville; Ellie Bushhousen, AHIP, assistant university librarian, Health Science Center Library, University of Florida–Gainesville.

Creating a Mobile Toolkit for Care Providers: Leilani St. Anna, AHIP, information management librarian; Sarah Safranek, information management librarian; Amy Harper, information management librarian, Health Sciences Library; Ann Whitney, head, Systems; Michael Dunlap, web developer; Health Sciences Libraries, University of Washington–Seattle.

Pubget: A Case Study and Usage Analysis at a Library: Lisa A. Ennis, systems librarian; Nicole Mitchell, AHIP, reference librarian; Lee Vucovich, AHIP, assistant director, Reference Services; Lister Hill Library of the Health Sciences, University of Alabama–Birmingham.

Warming Up Your Audience with Cool Technology or Clickers for Dummies: Marilyn A. Rosen, biomedical information specialist, Edward G. Miner library, University of Rochester Medical Center, Rochester, NY.

Streamlining Digital Reference Responses: Increasing Efficiency and Consistency for Frequently Submitted Questions: Richard McGowan, research librarian; Katinka English, reference and information services librarian; Public Services, Health Sciences Libraries, New York University–New York.

Student Worker Training in Small Academic Health Sciences Libraries: Analyzing Current Trends and Developing an Educational Model: Sarah Cantrell, education services librarian; Laurie Davidson, assistant director, Information Services and Outreach Programs; Meghan Wallace, information services coordinator; Dahlgren Memorial Library, Georgetown University, Washington, DC.

Search Clouds: Providing Daily Insight into the Health Information Needs of Consumers: Sarena Burgess, librarian; Wanda Whitney, AHIP, librarian; Reference and Web Services, National Library of Medicine, Bethesda, MD.

Connecting Patients to Health Information through Computer Access and Training in the Hospital Library: Zoe Pettway Unno, manager, Library Services and Physician Education, Medical Library, Kaiser Permanente South Bay Medical Center, Harbor City, CA.

Poster Presentations 3:
Tuesday, May 25, 3:30 p.m.–5:00 p.m.

1) *How a Mandated Space Change by the Library's Parent Organization Resulted in Unexpected Benefits to Multiple*

Intra-library Systems: Kathe S. Obrig, associate director, Collections and Access Services; Leah P. Pellegrino, head, Collection Content Organization; George Paul, head, Collection Management; Jennifer McDaniel, cataloging, acquisitions and reserves specialist; Lionel Williams, serials manager; Himmelfarb Health Science Library, George Washington University, Washington, DC.

2) *Medical Student Perspectives on Evidence and Evidence-based Medicine Resources*: Mark MacEachern, liaison services librarian; Gurpreet K. Rana, clinical education librarian; Whitney Townsend, liaison services librarian; Health Sciences Libraries; Rajesh S. Mangrulkar, clinical associate professor, Department of Internal Medicine; University of Michigan–Ann Arbor.

3) *Himmelfarb Web 2.0 Tools: Connecting with Patrons*: Cynthia Kahn, AHIP, reference/instructional librarian; Elizabeth Palena Hall, web services coordinator; Alexandra W. Gomes, AHIP, associate director, Technology and Curriculum; Elaine Sullo, AHIP, coordinator, Information and Instruction Services; Paul Levett, reference/instructional librarian; Laura Abate, electronic resources and instructional librarian; Kathe S. Obrig, associate director, Collections and Access Services; JoLinda Thompson, AHIP, systems librarian; Himmelfarb Health Sciences Library, George Washington University, Washington, DC.

4) *Connecting South Carolina Free Clinics to Quality Health Information*: Rozalynd P. McConnaughy, AHIP, assistant director, Education and Outreach; Ruth A. Riley, AHIP, director, Library Services; School of Medicine Library, University of South Carolina–Columbia.

5) *Connect to Open Source Bibliographic Management Software: A Reflection on Five Free Citation Management Programs*: Alan T. Williams, education services librarian; Shannon D. Jones, AHIP, head, Outreach Services, Research and Education; Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond.

6) *Live and Online: Using Multiple Formats to Teach Users*: Lara Handler, School of Medicine liaison, Health Sciences Library, University of North Carolina–Chapel Hill.

7) *Library Support for iPhone/iPod Touch Integration in a Medical School Curriculum*: Charles S. Dorris, digital information services librarian; Michele Malloy, research support coordinator; Dahlgren Memorial Library, Georgetown University Medical Center, Washington, DC.

8) *Engaging the Community in Clinical Research*: Kate Saylor, outreach librarian, Health Sciences Libraries; Molly White, program manager, Community Engagement, Michigan Institute for Clinical and Health Research; University of Michigan–Ann Arbor; Celeste Choate, associate director, Services, Collections and Access, Ann Arbor District Library, Ann Arbor, MI.

9) *Biomedical Informatics and Medical Librarianship: Reflections on the Woods Hole Experience*: Andrew Youngkin, AHIP, medical librarian, Medical Library, Dixie Regional Medical Center, St. George, UT;

Sharon Dennis, technology coordinator, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City.

10) *Notable Veterinary Medical Librarians: Reconnecting to Past Achievements*: Susanne K. Whitaker, AHIP, public services librarian, Flower-Sprecher Veterinary Library, Cornell University, Ithaca, NY; Vicki F. Croft, AHIP, head, Animal Health Library, Washington State University–Pullman; Gretchen Stephens, veterinary medical librarian and associate professor, Veterinary Medical Library, Purdue University, West Lafayette, IN; Alison M. Bobal, veterinary medical librarian, McDowell Veterinary Library, Oregon State University–Corvallis.

11) *Building ''Healthy'' Community Partnerships: Innovative Clinic/Public Library Connections Provide ''Good Health Information @ Your Library''*: Sally M. Patrick, outreach librarian, Outreach, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City.

12) *Connecting People and Information: Using Blackboard as a Tool to Track the Licensing Process*: Deborah M. Taylor, assistant professor and acquisitions librarian, Health Sciences Center, University of Tennessee–Memphis.

13) *The Association of Vision Science Librarians (AVSL): Forty Years of Collaboration*: Gale A. Oren, AHIP, associate librarian, Kellogg Eye Center, University of Michigan–Ann Arbor.

14) *Connecting Rural Clinicians to Health Information*: Rick Wallace, AHIP, assistant director; Nakia Cook, AHIP, clinical librarian; Quillen College of Medicine Library, East Tennessee State University–Johnson City.

15) *''Making the Most of Your Doctor's Visit'': Participating in a Community Workshop Series for Older Adults*: Kate W. Flewelling, reference librarian, Health Sciences Library, Upstate Medical University, Syracuse, NY; Lois Culler, director; Elizabeth A. McTigue, reference librarian; Health Sciences Library, Inova Fairfax Hospital, Falls Church, VA.

16) *Training and Assessing Low Vision Senior Citizens' Health Information-seeking Behavior*: Cheryl Dee, AHIP, assistant professor, School of Library and Information Science, Florida State University–Tallahassee, and San Jose State University, San Jose, CA.

17) *Research by the Numbers: Assessing the Performance of Three Products for Citation Analysis*: Marisa L. Conte, clinical and translational science liaison; Jean C. Song, research and informatics coordinator; Whitney Townsend, liaison librarian; Health Sciences Libraries, University of Michigan–Ann Arbor.

18) *Connections with Mutual Benefit: Veterinary Medical Libraries and Specialty Examination Reading Lists*: Heather K. Moberly, AHIP, professor, Veterinary Medicine Librarian, William E. Brock Memorial Library, Oklahoma State University–Stillwater; Vicki F. Croft, AHIP, head, Animal Health Library, Washington State University–Pullman; Diane A. Fagen, librarian, AVMA Library, American Veterinary Medical Association, Schaumburg, IL; Allyson N. Caldwell, student assistant I, William E. Brock Memorial

Library, Oklahoma State University–Stillwater; Kathryn M. McMillan, clerical assistant II, Animal Health Library, Washington State University–Pullman.

19) *The Art of Campus Integration*: Katherine A. Prentice, education and information services coordinator; Jonquil D. Feldman, AHIP, associate director, Public Services; Rajia Tobia, AHIP, executive director, Libraries; Briscoe Library, University of Texas Health Science Center–San Antonio.

20) *The Effect of Free Access on Citations in the Vision Literature*: Pamela C. Sieving, AHIP, biomedical librarian/informationist, Information and Education Services, NIH Library, National Institutes of Health, Bethesda, MD; Bette Anton, head, Fong Optometry and Health Sciences Library, University of California–Berkeley.

21) *Micro Doses of Library Research Training Pushed to Medical Students in Clerkship Program*: Konstantina Matsoukas, head, Reference and Education Coordinator; Marina Chilov, reference and monograph collections librarian; Nighat Ispahany, reference and media collections librarian; Anca Meret, reference librarian; John Oliver, reference and instruction librarian; Augustus C. Long Health Sciences Library, Columbia University Medical Center, New York, NY.

22) *eRak Retrieval System*: Maimunah Kadir, head librarian, Library, University Kebangsaan Malaysia Medical Centre, Kuala Lumpur, Malaysia.

23) *Global Connections: The Health Sciences Libraries' Role in a Medical School Collaboration*: Gurpreet K. Rana, coordinator, Library Global Initiatives, Health Sciences Libraries/University Library, University of Michigan–Ann Arbor; Cheryl A. Moyer, research director, Global REACH, University of Michigan Medical School–Ann Arbor.

24) *Connecting the dOTs: Integrating Library Instruction into the Curriculum*: Julie K. Gaines, community and technology liaison librarian; Christine S. Gaspard, head, Access Services; Briscoe Library, University of Texas Health Science Center–San Antonio.

25) *Connecting to the Past: Building for the Future*: Patricia G. Hinegardner, AHIP, web services librarian; M. J. Tooey, AHIP, FMLA, associate vice president, Academic Affairs, and executive director; Rich Behles, historical librarian/preservation officer; Brad Gerhart, web developer; Health Sciences and Human Services Library, University of Maryland–Baltimore.

26) *Can an Online Resource Package for ''Others'' Survive?*: Alexa A. Mayo, AHIP, associate director, Services; M. J. Tooey, AHIP, FMLA, associate vice president, Academic Affairs, and executive director; Health Sciences and Human Services Library, University of Maryland–Baltimore.

27) *The Role of Librarians in Health Care Reform: Enhancing Care by Connecting Librarians and Clinicians*: Patricia J. Devine, network coordinator, Pacific Northwest Region, National Network of Libraries of Medicine, Seattle, WA; James E. Anderson, physician assistant, Orthopedics, Seattle Children's Hospital, Seattle, WA.

28) *The Virtual Learning Commons for Nurses: Using Second Life to Support Nursing Education*: Mark D. Puterbaugh, information services librarian; Malinda Shannon, research assistant; Heather Gorton, research assistant; Hyun Mi Lee, research assistant; Jin Ju Kang, research assistant; Mi Young Lim, co-investigator; Warner Memorial Library, Eastern University, St. Davids, PA.

30) *Integrating Online Social Media and Community Outreach: Experiences and Lessons Learned*: Paula R. Maez, National Library of Medicine associate fellow; Julie K. Gaines, community and technology liaison librarian; Briscoe Library, University of Texas Health Science Center–San Antonio.

31) *Reaching Out: Community Participation in Developing a Culturally Relevant Resource*: Laura Bartlett, technical information specialist, Outreach and Special Populations Branch, National Library of Medicine, Bethesda, MD; Judith L. Rieke, coordinator, American Indian Health User Group, National Library of Medicine, St. Paul, MN; Gale A. Dutcher, deputy associate director and branch chief (acting), Outreach and Special Populations, Specialized Information Services, National Library of Medicine, Bethesda, MD; Erich Longie, president, Spirit Lake Consulting, Spirit Lake Dakota Nation, Ft. Totten, ND.

32) *Medical Information Needs of Physicians and Medical Students in Developing Latin American Countries*: Elaine G. Powers, director, Library Services; Sarah Zalud-Cerrato, coordinator, International Health and Appalachian Outreach; VCOM Library, Edward Via College of Osteopathic Medicine, Blacksburg, VA.

33) *Bringing the Evidence to the Chairside*: Linda Hasman, senior assistant librarian, Health Sciences Library, University at Buffalo, Buffalo, NY.

34) *15 × 15 × 15: Reflections on Connecting with Users Virtually*: Kristine M. Hughes, education services librarian; Alan T. Williams, education services librarian, Education Services; Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond.

35) *Arctic Health Website: An Information Portal to Issues Affecting the Health and Well-being of Our Planet's Northern-most Inhabitants*: Kathleen Murray, AHIP, head, Alaska Medical Library, University of Alaska–Anchorage; Laura Bartlett, technical information specialist, Outreach and Special Populations Branch, National Library of Medicine, Bethesda, MD; Paula R. Maez, National Library of Medicine associate fellow, Briscoe Library, University of Texas Health Science Center–San Antonio.

36) *Supporting Patient Education and Safety Using Web-based Patient Handouts*: Sallie Willcox, Librarian; Carlita Anglin, family health librarian; Fritz Dement, hospital consulting librarian; Peter Femenella Jr., cancer librarian; Mindy Schanback, consumer health library intern; Stuart Spore, associate curator; NYU Health Sciences Libraries, School of Medicine, New York University–New York.

37) *Customized USB Flash Drives Used to Promote Library Resources and Services to First-year Medical and*

Dental Students: Konstantina Matsoukas, head, Reference and Education Coordinator; Anca Meret, reference librarian; John Oliver, reference and instruction librarian; Michael Purcell, web librarian; Augustus C. Long Health Sciences Library, Columbia University Medical Center, New York, NY.

38) *Making New and Lasting Connections through Emerging Technology Brown Bag Sessions*: Emily J. Hurst, technology coordinator, National Network of Libraries of Medicine, South Central Region, HAM-TMC Library, Houston Academy of Medicine-Texas Medical Center–Houston; Luke E. Rosenberger, director, Library Technology and Historical Collections; Kelley Minars, web services librarian, Technology and Historical Collections; Katherine A. Prentice, education and information services coordinator, Public Services; Libraries, University of Texas Health Science Center–San Antonio.

39) *Implementing Office Hours to Enhance Liaison Services in Academic, Clinical, and Research Contexts*: Mark MacEachern, liaison services librarian; Marisa L. Conte, clinical and translational science liaison; Whitney Townsend, liaison services librarian; Health Sciences Libraries, University of Michigan–Ann Arbor.

OTHER MEETINGS AND EVENTS

Pre-meeting activities

The MLA Board of Directors met on Thursday, May 20, and continued on Friday, May 21. The Credentialing Committee also met Friday. The AAHSL New Directors Symposium took place Friday and half a day on Saturday, followed by the NLM/AAHSL Leadership Fellows Program Leadership Institute. On Saturday, May 22, these MLA groups met: 2011 National Program Committee, Books Panel, Chapter Council, Nominating Committee, Section Council, and section program planners.

Sunday, May 23

On Sunday, May 23, these sections and SIGs met: Consumer and Patient Health Information Section Executive Board, Dental Section, Department of the Army Medical Command Libraries SIG, Hospital Libraries Section (Executive Board separately from the Business Meeting and Reception), International Cooperation Section, Medical Informatics Section, Medical Library Education Section (MLES) and MLES' Networking Reception for Health Sciences Instructors, Mental Health SIG, Nursing and Allied Health Resources Section Executive Board, OCLC SIG, and Research Section's Research Connection. The Fellows of MLA, *Journal of the Medical Library Association* Editorial Board, Joint MLA/AAHSL Legislative Task Force, and the Southern Chapter also met. There were informal morning meetings of AAHSL Scholarly Communication Committee and the AAHSL-LiME Joint Task Force. The afternoon informal meetings included an EBSCO Lunch and Learn and an EOS International Seminar.

Monday, May 24

Monday, May 24, was a day for many MLA unit meetings: 2012 National Program Committee, Awards Committee, chapter treasurers, Cunningham Fellowship Evaluation Task Force, Governmental Relations Committee, MLANET Editorial Board, Professional Recruitment and Retention Committee, and section continuing education chairs. The following sections and SIGs also met: African American Medical Librarians Alliance SIG; Cancer Librarians Section; Clinical Librarians and Evidence-Based Health Care SIG; Complementary and Alternative Medicine SIG; Consumer and Patient Health Information Section; Federal Libraries Section; Health Association Libraries Section; Leadership and Management Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG; Library Marketing SIG; Nursing and Allied Health Resources Section; Osteopathic Libraries SIG; Pediatric Libraries SIG; Pharmacy and Drug Information Section; Relevant Issues Section; and Technical Services Section. There were informal afternoon meetings of the AAHSL Teaching Learning Committee Meeting, DOCLINE Users Group Meeting, and Softlink Liberty in the late afternoon.

Tuesday, May 25

On Tuesday, all types of MLA groups met: Bylaws Committee, chapter continuing education chairs, Librarians without Borders® Advisory Committee, Donald A. B. Lindberg Research Fellowship Jury, Membership Committee, and section treasurers. These sections and SIGs met: Chiropractic Libraries Section, Collection Development Section and its Executive Board, Corporate Information Services Section, Department of Veterans Affairs Librarians SIG, Educational Media and Technologies Section, History of the Health Sciences Section, Hospital Libraries Section committees, Institutional Animal Care and Use SIG, Libraries in Curriculum SIG, Molecular Biology and Genomics SIG, Outreach SIG, Public Health/Health Administration Section, Public Services Section, Research Section, Retired Librarians SIG, Technical Services Section for their second business meeting, and Veterinary Medical Libraries Section for a business meeting and an informal discussion. Informal sessions included the American Psychological Association Librarians Roundtable Breakfast, EFTS Users Group, National Network of Libraries of Medicine Middle Atlantic Region Member Meeting, Go Local Participants Meeting, PubMed LinkOut User Meeting, and the AAHSL Publisher Liaison Task Force.

Wednesday, May 26

In the morning, the Ad Hoc Committee for Advocating Scholarly Communication, Continuing Education Committee, Emerging Leaders Task Force, Grants and Scholarships Committee, Joseph Leiter NLM/MLA Lectureship Committee, New Members SIG, Oral

History Committee, section program planners, and the Vision Science SIG met. After the close of the meeting, the MLA Board of Directors met and the Continuing Education Committee held another meeting.

OPEN FORUMS

Three open forums were held concurrently on Sunday, May 23, from 1:30 p.m. to 2:30 p.m. The open forums included:

Informal Publication Methods

Many health sciences librarians are blogging, tweeting, Facebooking, and FriendFeeding as ways to share useful professional information. At the same time, peer-reviewed articles in the *Journal of the Medical Library Association (JMLA)* and *Medical Reference Services Quarterly* remain important as examples of scholarship and for professional advancement. This open forum, moderated by Marcus Banks, author of the blog *Marcus' World* <http://www.mbanks.typepad.com/my_weblog/>, discussed the connection between informal publication (blogging, tweeting, etc.) and more formal methods and their roles in the association and promotion. Susan Starr, *JMLA* editor, representing the formal publishing process, discussed the vital functions of a scholarly journal such as information dissemination, quality control, provision of an archive, and author recognition. She discussed the differences between scholarly journals and blogs and wikis and possible ways to incorporate the best aspects of both publishing methods for the *JMLA*. Melissa Rethlefsen, AHIP, speaking on behalf of the Task Force on Social Networking Software <http://www.sns.mlanet.org/blog/>, pointed out the strengths and weaknesses of blogs and blog technology. One such weakness is that Academy of Health Information Professionals points are available for managing a blog but not for creating the posts themselves. Ms. Rethlefsen also highlighted findings from a 2007 survey <http://www.sns.mlanet.org/blog/2007/09/24/what-mla-members-told-us-about-social-networking/> conducted by the task force that detailed the importance and usefulness of blogs to MLA members. Rachel Walden, blogger for *Women's Health News* <http://www.womenshealthnews.wordpress.com/>, discussed such benefits of the formal publishing method as peer review, selection and aggregation, and preservation. She also discussed limitations of existing formal publishing methods that may be remedied with the informal publishing models. Ms. Walden highlighted *British Medical Journal (BMJ)* Rapid Responses, electronic letters to the editor, as a good of example of improving the time lag associated with the traditional letter to the editor. Eric Schnell, author of the blog *The Medium Is the Message* <http://www.ericschnell.blogspot.com>, ended the panel presentation by discussing promotion and tenure-review criteria. Mr. Schnell suggested broadening the criteria used for promotion to include professional communications such as technical re-ports, blogs, personal websites, forums, and wikis. More information on the session can be found on the MLA website at <http://npc.mlanet.org/mla10/?p=816>.

Interviewing Tips and Techniques/Branding

Sharon Armstrong, of Sharon Armstrong and Associates, a human resources consultant, trainer, and career counselor based in Washington, DC, presented strategies for succeeding in interviews and making the final candidate list in a tough market. A portion of the session discussed personal branding. In this open forum the following interviewing tips and techniques were shared: what an employer really wants; how to respond to questions in the most concise, clear, and comprehensive way; what questions to ask at the end of an interview; the five biggest interview mistakes; and, finally, how to build personal branding and reputation. She highlighted the entire interviewing process, beginning with the considerations and the questions one should ask to determine one's interest in a job opening, such as: What are the skills you want to be using? What excites you? What do you want your work-life balance to look like? She also highlighted the considerations and questions the employer might have: Can the applicant do the job? Is the applicant going to fit into their culture? Can they afford the applicant? Ms. Armstrong shared a technique to use format answers to questions called ''Circumstances or Context Action Steps Lasting Legacy'' (CALL). The program ended with a discussion on how to promote and leverage yourself in the profession and the importance and benefits of personal branding.

Librarians without Borders® Issues

''Librarians without Borders® Issues'' discussed a variety of aspects of MLA's Librarians without Borders program and updated members on current activities. The forum, moderated by Holly Zerbe and Lenny Rhine, FMLA, opened with updates on the Librarians without Borders Grant <http://www.mlanet.org/resources/global/lwb_mla_grant.html> and the Health InterNetwork Access to Research Initiative (HINARI) project <http://www.who.int/hinari/en/>. Min-Lin Fang presented the update on the Librarians without Borders grant. This grant for $5,000 per year for 3 years supports health sciences librarianship in HINARI-eligible countries. The grant was awarded this year to Agnes Chikonzo from University of Zimbabwe to support health literacy training. Last year's winner, Grace Ajuwon used the money she received to buy computers and medical textbooks to replace books that were ten to twenty years old. The HINARI projects update included a report on the Librarians without Borders continuing education course. Julia Royall, chief of international programs at the National Library of Medicine (NLM), National Institutes of Health (NIH), provided information on NLM's commitment to building relation-

ships with Africa. NLM specifically works with three main groups to create these links: medical librarians, journal editors, and malaria researchers. These partnerships have led to such programs as the Network of African Medical Librarians and Deans and the MedlinePlus African tutorials <http://www.nlm.nih.gov/medlineplus/africa/>. Anne Seymour, associate director for information services, University of Pennsylvania Biomedical Library (UPenn), spoke about her library's involvement in projects with Botswana. Botswana is about the size of Texas but only has one-tenth of the population, and one-third of Botswana's population has HIV/AIDS. The UPenn library got involved in 2008, when the University of Botswana (UB) invited UPenn librarians to review their library. In addition, an Elsevier Foundation–funded needs assessment discovered that mobile technology could assist the UB library. The UPenn library is hoping to create a pilot project that provides smart phones loaded with medical tools for visiting residents. Mellanye Lackey, liaison for the School of Public Health, University of North Carolina (UNC) Health Sciences Library, shared with the audience that a ''Global Office'' was being created for the UNC Health Sciences Library. This new program was the result of an initiative from UNC to emphasize a single global community. Ms. Lackey discussed the steps taken to build the program, such as an environmental scan; a strength, weaknesses, opportunities, and threats (SWOT) analysis; and a review of the websites of libraries with global health programs. The new library global office will have a website in the fall. More information on the session can be found on the MLA website at <http://www.npc.mlanet.org/mla10/?p=898>.

NATIONAL LIBRARY OF MEDICINE UPDATE

Donald A. B. Lindberg, director of the National Library of Medicine (NLM), began the NLM Update, which took place Tuesday, May 25, from 9:00 a.m.–10:00 a.m. Dr. Lindberg brought users up-to-date on some of the library programs as well as future plans. Sheldon Kotzin, FMLA, associate director for Library Operations, gave an update on NLM Library Operations activities as well as selected activities in other NLM divisions; and Deborah Zarin, director, ClinicalTrials.gov, Lister Hill National Center for Biomedical Communications, gave an update on ClinicalTrials.gov. Recordings of the NLM Update by Mr. Kotzin and Dr. Zarin are available on MLANET <http://www.mondodigitalsolutions.com/mla/index.php> (registrants only). The presentations are also on the NLM website <http://www.nlm.nih.gov/pubs/techbull/mj10/mj10_nlm_update.html>.

LEGISLATIVE UPDATE

The Governmental Relations Committee (GRC) and Joint MLA/Association of Academic Health Sciences Libraries Legislative Task Force sponsored an update on Monday, May 24, from 2:30 p.m.–3:30 p.m.

Washington representative Dale Dirks, president, Health and Medicine Counsel of Washington, gave an overview of timely and relevant information issues and policy including health funding, health care reform, and efforts to expand the National Institutes of Health public access policy to other federal agencies. The GRC encouraged members to attend this informative program, especially those who planned to participate in Capitol Hill Day.

OTHER SPECIAL EVENTS AND RECEPTIONS

Saturday, May 22:
■ Leaders' Orientation, 3:00 p.m.–5:00 p.m.
■ Welcome Reception and Opening of Hall of Exhibits, 5:30 p.m.–7:30 p.m.
  Sunday, May 23:
■ Majors 22nd Annual Walk for Fun, 6:30 a.m.–7:30 a.m.
■ New Members and First-time Attendees Breakfast, 7:00 a.m.–9:00 a.m.
■ Book Discussion: Daniel H. Pink, moderated by Terry Ann Jankowski, AHIP, noon–12:30 p.m., followed by signing at EBSCO Booth.
■ The Informationist in Practice, 1:00 p.m.–5:00 p.m.
■ International Visitors Reception, 6:00 p.m.–7:00 p.m.
■ Library School Reunion, 6:00 p.m.–7:00 p.m.
■ Friends of the National Library of Medicine Reception, 7:00 p.m.–9:00 p.m.
  Monday, May 24:
■ Orientation for Capitol Hill Day, 8:00 a.m.–9:00 a.m.
■ Academy of Health Information Professionals Question-and-Answer Session, 1:30 p.m.–2:30 p.m.
  Tuesday, May 25:
■ Chapter Council Presents Sharing Roundtables, 11:30 p.m.–1:30 p.m.
■ Capitol Hill Day, 1:15 p.m.–5:00 p.m.
■ Online Education Clinic: How to Improve the Effectiveness of Taking and Giving Virtual Classes, 3:00 p.m.–5:00 p.m.
■ Section Shuffle, 5:00 p.m.–6:00 p.m.
■ MLA Meeting Celebration, 7:00 p.m.–10:00 p.m.

SUNRISE SEMINARS

Exhibitors held Sunrise Seminars to provide information and introduce new products and services. These were:
  Sunday, May 23, 7:00 a.m.–8:15 a.m.
■ EBSCO Publishing: Nursing and Allied Health Resources
■ Elsevier: Cochrane and Embase: Evidence-based Medicine Update from Carol Lefebvre
■ McGraw-Hill: Custom Curriculum in Medical Education from McGraw-Hill
■ Thomson Reuters: Supporting Your Patrons' Research: Focus on Personalized Medicine
■ Wolters Kluwer Health | Ovid
  Monday, May 24, 7:00 a.m.–8:15 a.m.
■ American Psychological Association

- EBSCO Publishing: Integration of Point-of-care Content into the Electronic Health Record
- National Library of Medicine (NLM): NLM Online Users' Meeting
- Wiley: What's New in Cochrane? An Update from Carol Lefebvre
- Wolters Kluwer Health/Ovid Sunrise Seminar on Nursing

  Tuesday, May 25, 7:00 a.m.–8:15 a.m.
- EBSCO Information Services: Manage Less, Deliver More with EBSCO's ERM Essentials
- Wiley: Essential Evidence Plus: An Evidence-based Medicine Approach

TECHNOLOGY SHOWCASES

Fourteen technology showcases were held Sunday through Tuesday. These were:
- *New England Journal of Medicine (NEJM)*: New NEJM.org and *NEJM* Archive, May 23, 12:30 p.m.–1:00 p.m., and May 25, 12:30 p.m.–1:00 p.m.
- Berkeley Press, May 23, 1:30 p.m.–2:00 p.m., and May 24, 1:30 p.m.–2:00 p.m.
- EBSCO Publishing: Nursing Reference Center, May 23, 2:30 p.m.–3:00 p.m.
- Rittenhouse Book Distributors: Beyond E-books: The R2 Digital Library, May 23, 3:30 p.m.–4:00 p.m.
- McGraw-Hill Professional: AccessPhysiotherapy from McGraw-Hill: New for Physical Therapy Education, May 23, 4:30 p.m.–5:00 p.m.
- EBSCO Publishing: DynaMed, May 24, 10:00 a.m.–10:30 a.m.
- Quertle: Optimizing Your Biomedical Literature Searches, May 24, 2:30 p.m.–3:00 p.m.
- EBSCO Publishing: CINAHL with Full Text and MEDLINE with Full Text, May 24, 3:30 p.m.–4:00 p.m.
- EBSCO Publishing: Patient Education Reference Center, May 24, 4:30 p.m.–5:00 p.m.
- EBSCO Publishing: Rehabilitation Reference Center, May 25, 10:00 a.m.–10:30 a.m.
- EBSCO Information Services: Manage Less, Deliver More with EBSCO's ERM Essentials, May 25, 11:30 a.m.–noon
- Thomson Reuters EndNote Bibliographic Update, May 25, 1:30 p.m.–2:00 p.m.
- McGraw-Hill Professional: AccessEmergency Medicine from McGraw-Hill: New Custom Curriculum Showcase, May 25, 2:30 p.m.–3:00 p.m.

CONTINUING EDUCATION COURSES

The 2009/10 Continuing Education Committee offered the following courses to 474 attendees on May 21, 22, and 26, 2010:

Friday, May 21

CE600, Effective Training Design: A Short Course for Librarians; **Instructor:** Jan Buhmann, manager, Clinical Education and Learning Technologies, PeaceHealth, Eugene, OR.

CE100, Magnet Hospital Designation: The Integral Role of the Medical Librarian; **Instructors:** Susie Jones, director, Evidence Based Practice and Quality, University of Oklahoma Medical Center–Oklahoma City, and director, Joanna Briggs Institute of Oklahoma–Oklahoma City, and Cheryl Suttles, manager, INTEGRIS Library Services, INTEGRIS Health, Oklahoma City, OK.

CE400, Preserving the History of Medicine and Science in a Modern Age: Oral History Training Seminar; **Instructor:** David Caruso, program manager, Oral History, The Chemical Heritage Foundation, Philadelphia, PA.

CE500, Emerging Technologies for Librarians; **Instructors:** Gabriel R. Rios, deputy director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham, and Melissa DeSantis, AHIP, deputy director, Health Sciences Library, University of Colorado–Denver, Aurora, CO.

CE101, The Librarian as a Professional, or How I Learned to Stop Worrying and Love Complexity; **Instructor:** Gerald J. Perry, AHIP, director, Health Sciences Library, Anschutz Medical Campus, University of Colorado–Denver, Aurora, CO.

CE102, Health Literacy: You Can't Tell by Looking; **Instructor:** Melinda Guffey Orebaugh, director, Library and Health Information Services, Gundersen Lutheran Health System, La Crosse, WI.

CE501, Hands-on Web 2.0: Collaboration, Embeddable Web, Online Software, and New Ways of Sharing Information; **Instructor:** Greg Notess, professor and reference team leader, Montana State University–Bozeman.

CE301, Making Sense of Protein Sequences; **Instructor:** Medha Bhagwat, informationist, NIH Library, National Institutes of Health, Office of Research Services, US Department of Health and Human Services, Bethesda, MD.

CE502, Creating Online Tutorials in Less than Thirty Minutes; **Instructor:** Greg Notess, professor and reference team leader, Montana State University–Bozeman.

CE700, Effective Survey Design: Ask the Right Questions, Get the Right Answers; **Instructor:** Deborah H. Charbonneau, coordinator, Reference and Research Services, Shiffman Medical Library, Mazurek Medical Education Commons, Wayne State University, Detroit, MI.

Saturday, May 22

CE302, Searching for Drug and Pharmaceutical Information Online; **Instructor:** Bonnie Snow, director, Content Analysis and Development, Life Sciences, Thomson Reuters, Philadelphia, PA.

CE103, Measuring Your Impact: Using Evaluation for Library Advocacy; **Instructors:** Elizabeth Kelly, Becker Medical Library, Washington University, St. Louis, MO, and Barbara Jones, J. Otto Lottes Health Science Library, University of Missouri–Columbia.

CE201, Planning and Managing the Consumer Health Library; **Instructor:** Michele Spatz, director,

Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR.

CE202, Redesigning Libraries for the 21st Century; **Instructor:** Logan Ludwig, AHIP, FMLA, associate dean, Health Sciences Library, Loyola University Stritch School of Medicine, Maywood, IL.

CE401, Promoting Effective Use of E-resources; **Instructor:** Barbie E. Keiser, president, Barbie E. Keiser, Inc., Alexandria, VA.

CE602, Teaching as Performance; **Instructor:** Carla List-Handley, distinguished librarian emerita, State University of New York (SUNY)–Cadyville.

CE304, Clinical Genomics: From Bench to Bedside; **Instructor:** Kristi L. Holmes, bioinformaticist, Bernard Becker Medical Library, Washington University School of Medicine, St. Louis, MO.

CE701, Evidence-based Nursing: Integrating Literature Clinical Practice and Patient Education; **Instructors:** Darra Ballance, AHIP, coordinator, Area Health Education Center Learning Resource Centers; and Kevin Bradford, clinical information librarian; Robert B. Greenblatt, MD, Library, Medical College of Georgia–Augusta.

CE203, Do You Want to Be a Library Director? Knowledge, Skills, and Career Path; **Instructors:** James Shedlock, AHIP, FMLA, director, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL; Carol Jenkins, AHIP, FMLA, director, Health Sciences Library, University of North Carolina–Chapel Hill; and M.J. Tooey, AHIP, FMLA, associate vice president, Academic Affairs, and executive director, Health Sciences and Human Services Library, University of Maryland–Baltimore.

CE306, PubMed Clinics of North America: A Problem-based Approach to PubMed Searching; **Instructor:** Kay Deeney, AHIP, education coordinator, National Network of Libraries of Medicine, Pacific Southwest Region, Louise M. Darling Biomedical Library, Center for the Health Sciences, University of California–Los Angeles.

CE402, Rare Medical Books: A Hands-on Introduction; **Instructors:** Stephen Greenberg, coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD, and Patricia Gallagher, AHIP, senior user services librarian, New York Academy of Medicine Library–New York.

CE504, Screencasting: Creating Online Tutorials; and [CE506: eLearning course]; **Instructors:** Max Anderson, technology coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago and J. Dale Prince, technology coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Health Sciences and Human Services Library, University of Maryland–Baltimore.

CE603, Evidence-based Public Health: Finding and Appraising Relevant Resources; **Instructors:** Nancy Allee, AHIP, deputy director, Health Sciences Libraries, University of Michigan–Ann Arbor; Kristine Alpi, AHIP, director, William Rand Kenan, Jr., Library of Veterinary Medicine, North Carolina State University–Raleigh; and E. Hatheway Simpson, public health coordinator, National Network of Libraries of Medicine, New England Region, University of Massachusetts–Shrewsbury.

CE702, Finding Information in Numbers and Words: Data Analysis for Health Information Outreach; **Instructors:** Susan Barnes, assistant director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sciences Library, University of Washington–Seattle, and Cindy Olney, evaluation specialist, CO Consulting, LLC, Roswell, GA.

Symposium

CE800, E-Patients: The Techno-cultural Revolution of Health Consumers; **Speakers:** Lisa Gualtieri, adjunct clinical professor, Tufts University School of Medicine, and editor-in-chief, eLearn Magazine; Regina Holliday, e-patient, caregiver, and medical advocate; Janet M. Schneider, chief, Library Service, James A. Haley Veterans' Hospital; Taneya Koonce, assistant director, Eskind Biomedical Library, Vanderbilt University Medical Center; Dave deBronkart, cochair, Society for Participatory Medicine; Maxine L. Rockoff, adjunct associate research scientist, Department of Biomedical Informatics, Columbia University; and Allison Vance, member communications manager, American Health Information Management Association.

Sponsored by the National Library of Medicine; National Network of Libraries of Medicine Southeastern/ Atlantic Region; Hospital Libraries Section of MLA; and Federal Libraries Section of MLA.

Wednesday, May 26

CE204, Gaining Leadership Skills without Formally Supervising People; **Instructor:** Natalie Reed, AHIP, director, Library Services, Midwestern University, Downers Grove, IL.

CE205, Advanced Proposal Writing; **Instructor:** Michelle Malizia, associate director, National Network of Libraries of Medicine, South Central Region, Houston, TX.

CE307, Librarians without Borders® Health Access to Research Program (HINARI): Training the Trainers; **Instructor:** Lenny Rhine, FMLA, University of Florida–Gainesville, and coordinator, Librarians without Borders®, E-Library Training Initiative, MLA.

CE505, Public Health 2.0; **Instructors:** Nancy J. Allee, AHIP, deputy director, and Jane L. Blumenthal, AHIP, director, Health Sciences Libraries, University of Michigan–Ann Arbor.

RESOURCES AND SERVICES

Images of the nation's capital accented MLA's usual array of services for meeting attendees. The Hospitality Center staffed by the 2010 Local Assistance Committee and meeting personnel provided maps and restaurant and activity recommendations, along

with photo opportunities with a life-sized cutout of President Barack Obama and First Lady Michelle Obama. The Information Desk, part of the Registration Center, was a place to leave messages for MLA staff, the Board of Directors, or colleagues in addition to the Message Center board. Internet access was available in the concourse level corridor outside the section programming rooms and was available 24 hours per day from Saturday, May 22–Wednesday, May 26. The Job Placement Center was open Sunday, May 23–Wednesday, May 26, and shared space with the Member Resource Room that provided copying, computers, and printing for association business. Meeting information was shared via the Conference Community <http://www.mlanet.org/am/am2010/events/conf_comm.html>, which aggregated multiple communication streams including the MLA '10 Blog <http://www.npc.mlanet.org/mla10/>. The MLA Connection Booth brought MLA staff and member volunteers together Saturday, May 22–Tuesday, May 25. The Scholarship Booth/MLA Store was the place for MLA Publishing and unique gifts to benefit the grants and scholarships program. Award recipients were pictured in a poster display nearby. The Section Council and Chapter Council displayed section and chapter membership information and program information. The Public Relations Swap 'n' Shop highlighted the entries and winners of the Swap 'n' Shop. Booths for MLA '11 and International Congress on Medical Librarianship (ICML) '13 were located in the MLA Registration Center rather than in the Hall of Exhibits, which was open Saturday, May 22–Tuesday, May 25.

AUTHORS' AFFILIATIONS

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